BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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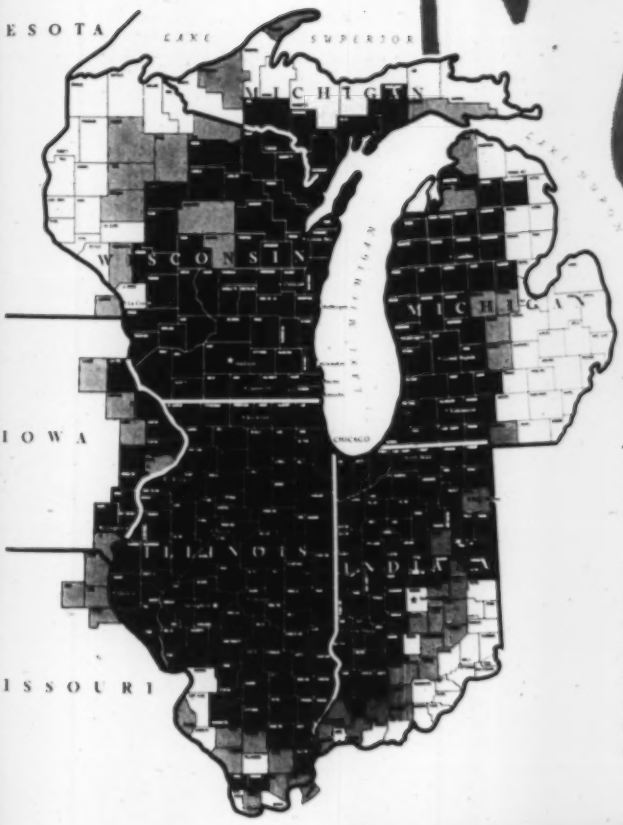
New WLS Coverage MAP



A MILLION AUDIENCE LETTERS SHOW WHERE WLS IS LISTENED TO!

Mid-West America, a four billion dollar market, is covered intensively by *one* radio station: WLS. Our new coverage map, based on 1,191,775 letters received last year, shows intensive coverage of four states: Illinois, Indiana, Wisconsin and Michigan, with additional selling impact in four surrounding states—292 counties in all!

It shows *where WLS is listened to;* black counties are those from which mail response was 50% or more (per 100 radio homes) of that from our home county; shaded counties, those from which response was 25% to 49% of that from the home county. And in these counties live 14,740,651 people . . . in 3,591,270 radio homes . . . buying $3,902,126,000 worth of goods each year! It's a big market, a rich market, and WLS can *and does* sell it. For evidence of advertising *results*, or copies of our new coverage map, write and ask us . . . or ask any John Blair man.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

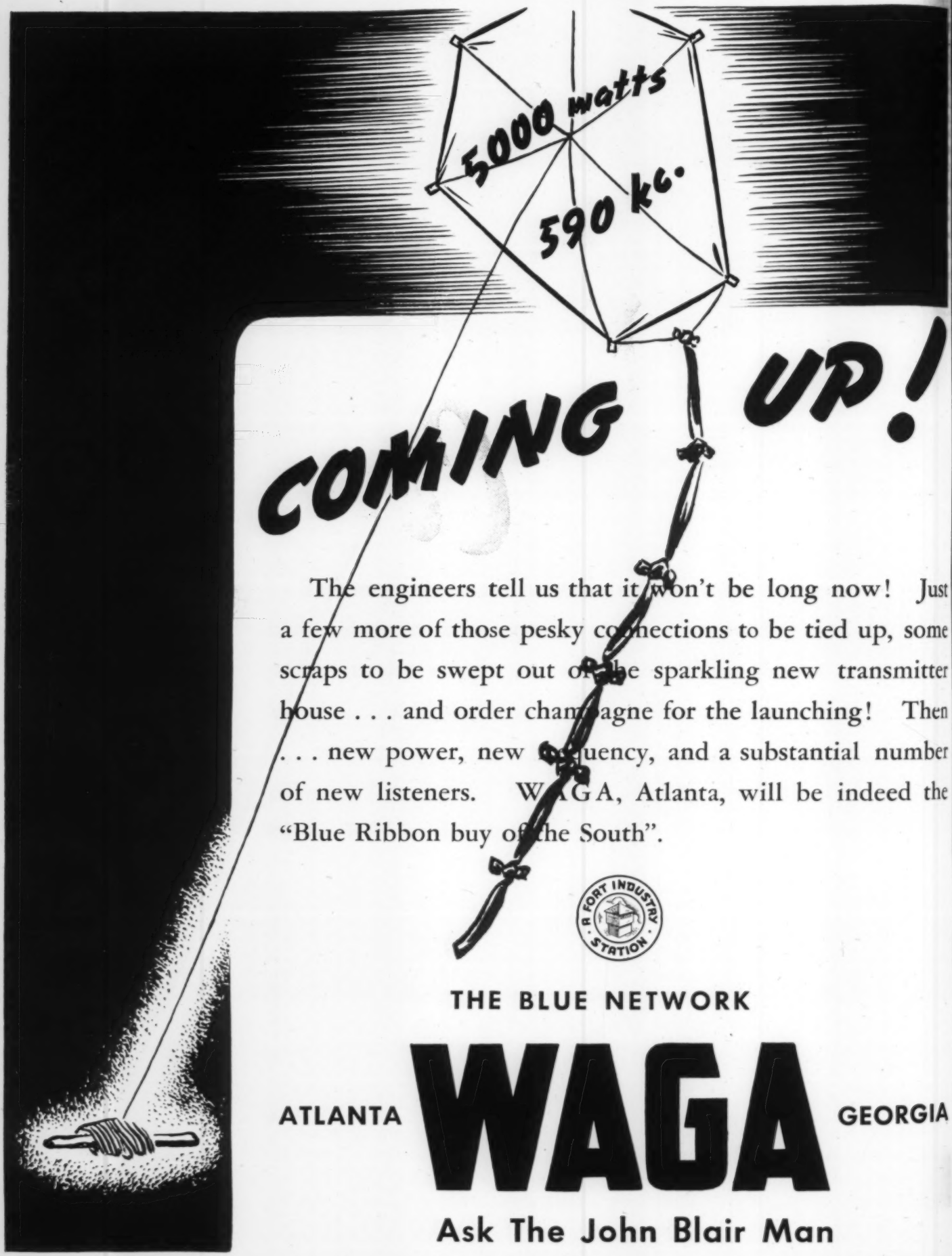
BURRIDGE D. BUTLER, *President*
GLENN SNYDER, *Manager*

CHICAGO

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

XUM



COMING UP!

The engineers tell us that it won't be long now! Just a few more of those pesky connections to be tied up, some scraps to be swept out of the sparkling new transmitter house . . . and order champagne for the launching! Then . . . new power, new frequency, and a substantial number of new listeners. WAGA, Atlanta, will be indeed the "Blue Ribbon buy of the South".

A FORT INDUSTRY STATION

THE BLUE NETWORK

ATLANTA **WAGA** GEORGIA

Ask The John Blair Man

THE Fifth ESTATE

THIS IS THE ARMY HOUR!

A grey-haired mother sits rocking. In her lap is a scrapbook of baby pictures, diplomas, clippings from sports pages. Suddenly she stops rocking . . .

"Dad, come quick. It's on now."

A tall man enters, sits down, lights his pipe. For a few minutes neither speaks as their radio tells the dramatic, inspiring story of a hero. Then an officer's voice—" . . . for bravery above and beyond the call of duty. . . ." Mother stares at a baby picture and daubs at her wet eyes with a handkerchief. Father tries not to show the glowing pride that is burning within him . . . "The little rascal!"

It's 2:30 o'clock Sunday and this is the Army Hour! A rousing, stirring program linking American fighting men with American firesides . . . colorful, emotional and dynamic. The last words from Corregidor, General and Madam Chiang Kai Shek and General Stilwell daring Jap bombs in Chungking to use radio to get their message across the thousands of miles . . . History in the making—new . . . vivid . . . vital . . . living events—spanning thousands of miles to your living room.

Somewhere with the AEF, "the little rascal" and his soldier buddies huddle around a radio. Their faces light up as they hear familiar music, voices from home, news from America, news from other battle fronts.

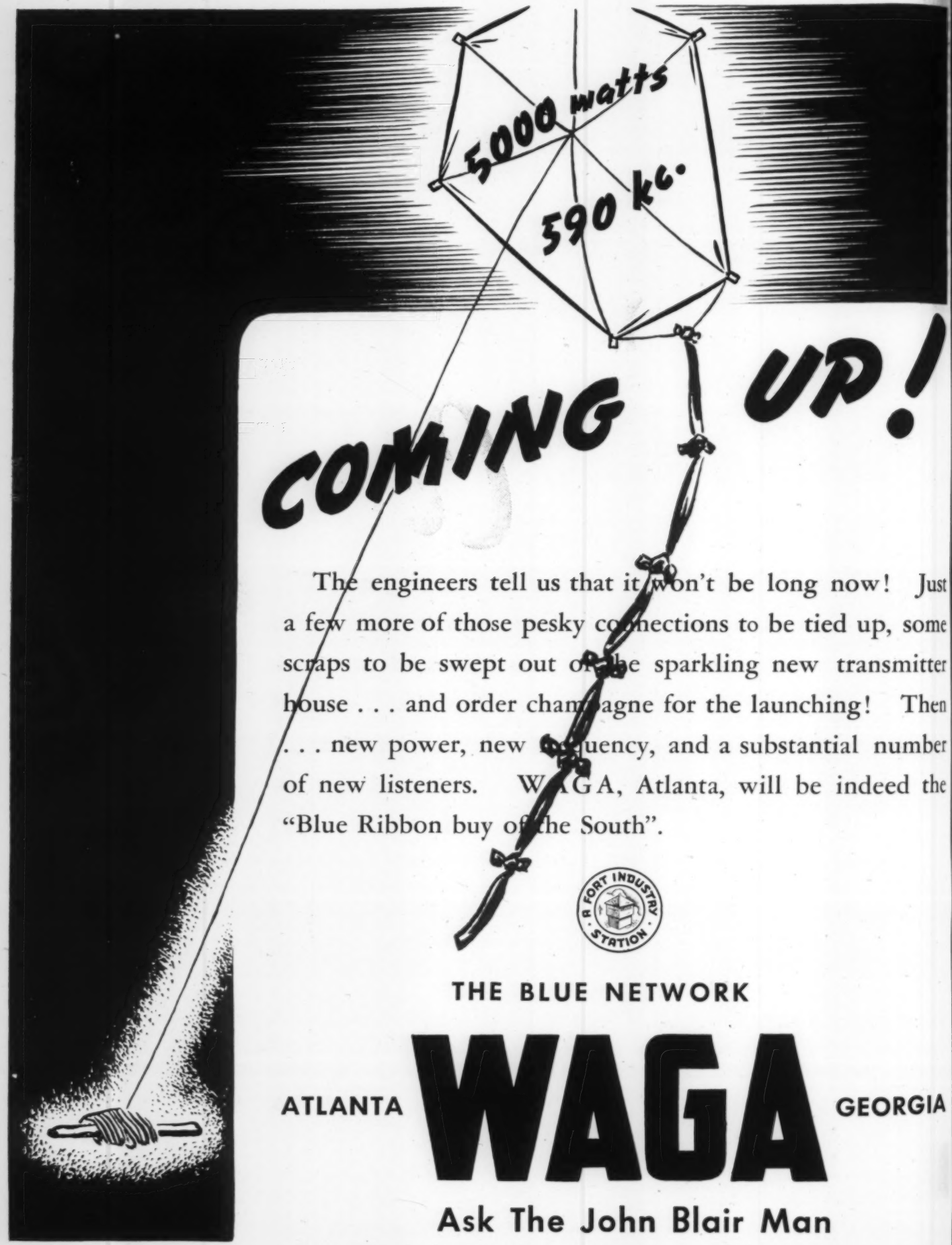
The Army Hour is the glory, the heroism and the fighting spirit of fighting Americans. And radio is the only medium that can present this spirit in all its glory, color and drama.

WSM, a part of the great Fifth Estate, is proud that Americans in its coverage area may hear the Army Hour each Sunday. Our hats are off to the men whose untiring efforts give us the Army Hour . . . their Herculean contribution to winning the war is saluted by the Broadcasting Industry.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



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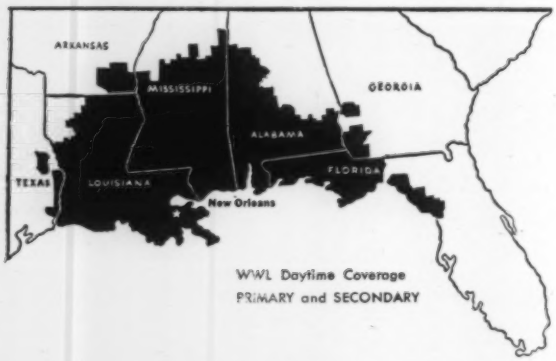
"Souvenirs" from Niagara . . .

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Honeymooners go to Niagara Falls—and so do the far-flung programs of WWL, New Orleans. We have postmarks to substantiate our plus-coverage all over the Western Hemisphere.

For a real torrent of sales, however, WWL users need look no further than the key city of the Deep South. Unchallenged leadership in power, listener loyalty, and *results* combine to make WWL—

The greatest selling POWER in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 22 • NO. 25 JUNE 22, 1942

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

It's much easier to buy KFAB. Get booming sales drives off the first tee. Score birdies in all the rich farm markets. KFAB keeps you out of the rough, and on the "folding" green. You *need* KFAB, to get around Nebraska and her neighboring states in par. We're not rationing time . . . but you'd better holler "Fore" now, to get the best availabilities.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

☆ For Distinguished Activity . . .

Proud indeed is KMBC to have been chosen from among the nearly 300 regional radio stations in America to receive the William B. Lewis Award for outstanding support of Civilian Defense. This citation again focuses attention on a fact vital to advertisers: That in wartime as in peace KMBC is an integral part of Midwestern community and family life. When you buy KMBC, you buy a welcome into nearly half a million prosperous Missouri-Kansas homes.

NATIONAL ASSOCIATION OF BROADCASTERS
NAB
CERTIFICATE of AWARD
for distinguished activity in the conduct of Civilian Defense.
To Station KMBC
at the 20th annual convention, Cleveland, Ohio, May 14, 1942.
NATIONAL ASSOCIATION OF BROADCASTERS

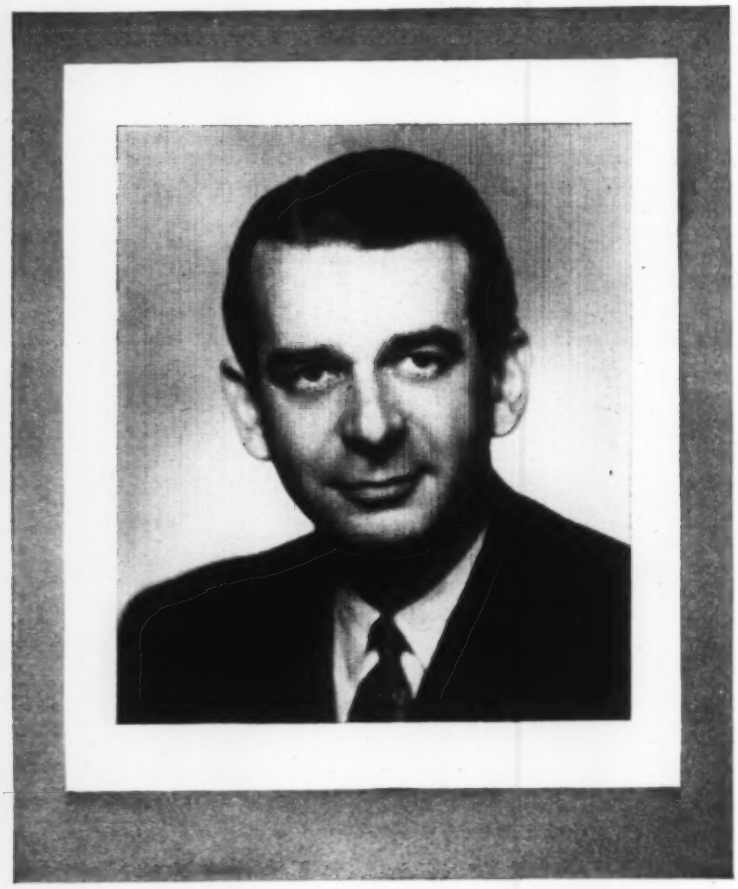
KMBC

OF KANSAS CITY

Free & Peters, Inc. CBS Basic Network

☆

ONE OF A SERIES FEATURING THE MEN AND WOMEN WHO MAKE SONOVOX SERVICE



4 years, University of Nebraska
3 years, U. of N., Dramatics
22 years in the entertainment field as writer, song writer (over 300 songs), singer, actor, producer. Associated with network shows for Ford Motor, General Foods, Shell Oil, Swift, Pepsodent, Miles Laboratories, etc., since 1923
Joined Wright-Sonovox, Inc.—Sept., 1941

Here's O. A. (Andy) ANDREWS, Sonovox Producer!

Remember the Sonovox sequence in Walt Disney's "Dumbo", where the little locomotive chuffed painfully up a long grade saying "I think I can, I—think—I—can, etc."—then went accelerating down the other side saying "I—thought—I—could, I thought I could. Ithoughticould!"?

Well, that little sequence reminds us of nothing else quite so much in the world as of our own Mr. Andy Andrews, New York Production Director for Sonovox. . . . Confronted with any sort of Sonovox problem, Andy is at first pessimistic, then doubtful, then hopeful, then enthusiastic—and the next thing you know he's got the whole thing under control and is literally running away with it! Probably over half the wonderful singing and talking effects you hear on the radio these days and nights were born in the midst of Andy's huffing and puffing!

What sort of singing or talking sound could we work out for *your* radio program? Frankly, we don't know—the possibilities for ear-catching, merchandise-moving "plugs" with Sonovox have scarcely been scratched. . . . If you want us to work out something *hot* for you, all you have to do is *ask*. How about it?

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: 180 N. Michigan Franklin 6575 | NEW YORK: 247 Park Ave. Plaza 5-9151 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 1512 N. Gordon Gladstone 3949 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 25 WASHINGTON, D. C., JUNE 22, 1942 $5.00 A YEAR—15c A COPY

U. S. Finds Radio Is Main News Source

Government Survey Shows It Leads Newspapers in Public Preference

THE GOVERNMENT has found that in World War II, radio has displaced the newspaper as the public's primary source of news.

That is the finding of the Bureau of Intelligence, Office of Facts & Figures. It is contained in a study of *American Attitudes Toward War News*, currently being circulated within the Government and prepared this month.

The summary of the survey states:

"A majority of Americans have come to rely upon the radio, rather than upon newspapers, as the primary source of their news about the war; they express greater confidence in broadcast, than in printed, news on the grounds that it is swifter, more condensed, more accurate, and gives a greater sense of personal contact with personalities and events.

Like Radio Best

"They tend to regard radio as the best means of reaching their own minds with Government messages concerning the war. And they express a ready receptivity to increased interpretation of the news, either by Government spokesmen or by regular news broadcasters.

"Newspapers are a primary source of news for a considerable minority of the public and a supplementary news source for most of those who put their chief reliance upon radio. The two media together afford abundant opportunities for the promotion of popular understanding of Government policies and problems."

R. Keith Kane, assistant director of OFF, is in charge of the Bureau of Intelligence, which made the survey. Elmo Roper, noted researcher and consultant to *Fortune Magazine* on its public opinion surveys, is a consultant of OFF. He also is assistant professor of journalism at Columbia U.

The OFF survey has been rather widely distributed in Government official and information circles. It has been a topic of avid conversation among news and radio men who have learned of it. Before publishing this analysis, BROADCASTING checked responsibile Government quarters and ascertained that its publication, while admittedly provocative, nevertheless was not inconsistent with the war effort. Moreover, with knowledge of its existence so widespread, it was concluded that publication of portions of the survey was inevitable in the immediate future.

A survey, made by the bureau, of a national sample asked the question: "Do you have more confidence in the war news on the radio, or the war news in the newspapers?"

Radio was chosen by 46% and newspapers by 18%. Unaccounted for was 36% of the public, which gave answers not subject to classification in either category. The bureau observed "perhaps many of them were without preference between the two media."

Throughout the first World War, the printed media provided the outstanding technique for the dissemination of ideas and the newspaper was the most potent and familiar form for the distribution of intelligence to the public, stated the report.

Comparative Advantages

"In the present war, however, radio has challenged both the prestige and the power of the press. In the reporting of news, it has rivaled, in a number of respects surpassed, the newspaper.

"More than half the American people now regard radio as their prime news source. In the months of January, February, March and May, the Bureau of Intelligence asked a national cross-section of the public: 'Where do you get most of your news about the war—from talking to people, from newspapers, or from the radio?' Radio was chosen over newspapers consistently by nearly two to one."

These percentages should not be interpreted as indicating that those who say they rely primarily on radio derive no news from the press, it was pointed out. Radio was said to possess several advantages over newspapers. They were enumerated:

"It is able to report news more rapidly; its news can be received almost without cost once the receiving instrument has been purchased; it can be heard with a minimum of mental effort and while the listener may be otherwise engaged; and, finally, it affords a sense of intimate participation in certain events through sound effects and through the voices of personalities which it transmits."

Analyzing the results of the national sample on confidence in news, the survey said that in explaining their choice the people who expressed a preference for radio most frequently gave as a reason the statement that radio has a better reputation for accuracy than the newspapers.

"This argument may seem somewhat anomalous," it was added, "in view of the fact that much radio news comes from the very press associations which serve the newspapers. It is a fact, however, that broadcasting networks are able to maintain a higher caliber of editorship in the processing of news than is the average newspaper.

No Headlines

"One factor which contributes significantly to radio's reputation for accuracy is its freedom from headlines. Newspapers, dependent in part for their sales on capturing the interest of potential readers, are prone to bedeck their front pages with capsule versions of events which magnify and distort their significance.

"The networks, moreover, have secured ace correspondents for the oral transmission of news from various theatres of the war—a fact which motivated 5% of the public in their preference for radio. These reporters, who are merely bylines to newspaper readers, become living human personalities to radio listeners.

"Other factors offered as explanations for preferring radio were that its news comes direct from the sources, that it is briefer and more condensed and that it is swifter. Among the persons who expressed greater confidence in printed news, the following explanations were offered: Newspapers have a reputation for greater accuracy; radio reporting is frequently colored by one man's opinion; radio technique is too spectacular; newspapers have time to give more considered judgment and greater detail; evanescence of the oral word is a disadvantage.

"As in the choice between radio and the press as a primary source of news, educational level plays a considerable part in determining relative confidence between the two media. There is a direct ratio between education and superior confidence in newspapers, an inverse ratio between education and superior confidence in broadcast news."

Like Interpretation

A considerable portion of the survey was devoted to the public satisfaction with news and knowledge of the war itself acquired via press and radio reports. The greatest number of people wanted to know more about the contribution of each of the Allies to the winning of the war and, second in importance the part he, as an individual, could play in winning the war.

The report also delved into the Government's information policy, and other aspects of the attitudes of the public toward war news, both internal and from the enemy.

The public was construed at this time to be extremely receptive to Government efforts toward molding of their opinions. Two-thirds of those interviewed indicated they would be in favor of having the Government undertake a radio program for their information. When asked if they would prefer having the program confined to facts alone or to have the facts supplemented by comments, they chose the latter in the ratio of two to one.

Radio Preferred

"Indeed," said the survey, "a marked general preference was expressed for radio news programs combining information and interpretation; 62% of the sample said they would rather hear a radio program which told facts and commented on them; 32% said they would rather hear a radio program that just told the facts of the news.

"This preference for the intermingling of information and inter-

pretation was related to educational background; the better educated tended to prefer it, while the lesser educated, although also predominantly on the same side, were more prone to say they would rather have facts alone.

Voice of the President

There was substantial agreement among the American people, said the survey, that the one particular mode of reaching their minds most effectively "is through the voice of the President of the United States himself." Asked what means they would choose in an effort to reach the most people to tell them how to win the war, 42% said "radio speeches by the President." One-third of the sample suggested other uses of radio, such as news broadcasts, short radio announcements between programs, dramatized programs or radio speeches by Government officials other than the President.

"Printed matter was mentioned by only 14% of the persons interviewed; 11% suggested front page stories in newspapers; 2% suggested editorials in newspapers and magazines; 1% suggested advertisements in these publications. 5% of the whole sample regarded newsreels as the best way of reaching the bulk of the American people. And 6% were without opinions on the subject.

Two Types of Listeners

"The predilection of better educated people for the printed word manifested itself in response to this question, too. Among people who had completed college, 15% elected front-page newspaper stories as the best device for reaching the public, while among those who had had only grammar schooling or less, 9% chose this method. The college graduates were also somewhat less disposed than those with inferior educational background to regard radio speeches by the President as the best means of getting messages to the whole public."

The report referred to the detailed study of the characteristics of radio news listeners made by Paul F. Lazarsfeld in his book, *Radio & the Printed Page*. The Lazarsfeld study, said the report, demonstrated that there are two types of listeners—those who supplement newspaper reading, which they prefer, with radio news listening, and those whose preferred, and probably main, source of news is radio. The latter class was said to be composed more largely of women than of men, of rural than of urban residents and of persons on the lower economic and cultural level.

The OFF report continued:

"Radio has provided a means for giving news to elements of the population which have never been adequately served by any other medium; indeed, it has greatly widened the knowledge of current events, giving news to great numbers of people who, without this instrument, would neither seek it nor receive it. In addition, it has been an important supplementary medium for people habitually interested in news; data show that in periods of crisis the use of radio, as well as of newspapers, rises sharply among all levels of the public.

Newspaper Advantages

"Newspapers, on the other hand, retain certain advantages over the radio; they deliver some kinds of news much more completely; they serve minority groups whose interests center in special phases of the news; they do not require attention at some specified hour; they permit selection by the reader and the skipping of uninteresting news; they permit the reader to set his own pace and to reread where he does not understand; they present news pictures.

"One more distinction between the two media should be noted. The fact that radio operates under a governmental license results in certain editorial restrictions to which the press is not subject; radio has, in consequence, kept itself relatively free from the editorial campaigns in which newspapers so frequently engage.

"In general, as has been established by the studies conducted under the direction of Dr. Lazarsfeld, those who employ newspapers as the prime source of news are more likely to be men than women, more likely to live in the cities than in the country and more likely to be in the upper economic and educational brackets. The newspaper, if slower than the radio, is more complete and is better able to present a rounded picture of the events which it reports.

"It appears, therefore, that the radio has provided, not merely an alternative source of news, but an additional source. It has helped to give to large portions of the American public, whether they place their primary reliance upon it or not, a more intimate acquaintance with the world stage, and with the actors who play the leading parts upon it, than they have ever had before. In this respect, it is the one strikingly new factor in the psychological phases of the present world war."

Action on Fly's Renomination Is Subject of Senate Hearing

HEARINGS on the renomination of FCC Chairman James Lawrence Fly were called for Monday (June 22) by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee. The hearings, behind closed doors, will be before the full Committee.

Mr. Fly has been nominated for a seven-year term by President Roosevelt. He currently also is appearing before the House Interstate & Foreign Commerce Committee on the Sanders Bill (HR-5497) and is scheduled to begin his sixth day of testimony on Tuesday (June 23).

Transmitted to the Senate last Monday, the nomination was referred to the Committee, headed by Senator Wheeler (D-Mont.) but no meeting was scheduled that week. The nomination came just a fortnight before Mr. Fly's present term was to expire—on June 30.

Serving both as Chairman of the FCC and the Board of War Communications (formerly Defense Communications Board), Mr. Fly has been the target of considerable Congressional and industry criticism. His leadership in the newspaper-ownership proceedings, regulation of business aspects of broadcasting and other regulatory forays, now is under scrutiny by the Interstate and Foreign Commerce Committee, considering the Sanders Bill.

Chairmanship Not Mentioned

The Presidential appointment stated simply:

"James Lawrence Fly, of Tennessee, to be a member of the FCC for a term of seven years from July 1, 1942 (reappointment)."

No mention was made of the chairmanship. That designation, however, is made by the President, under the statute. Mr. Fly was appointed to the FCC in 1939 to fill the unexpired term of Frank R. McNinch, who retired because of ill health.

RADIO'S WAR CODE OUT THIS WEEK

A REVISED Wartime Code of Practices for broadcast stations, superseding that issued last January, will be issued by the Office of Censorship this week. Simultaneously, Director of Censorship Byron Price will release a revised voluntary code covering newspapers and magazines.

It was understood that no far-reaching or drastic changes in voluntary policies are involved in the revised documents. In a general way, it was indicated, they embrace refinements and modifications deemed desirable as a result of the experience of media since the codes first became effective.

The broadcasting code, somewhat longer than that issued Jan. 16 [see BROADCASTING 1942 *Yearbook*], will incorporate provisions covering operations of stations handling foreign language programs. These were dealt with only in cursory fashion in the original code.

Revisions in the broadcast code were agreed upon following conferences with representatives of the industry. The revisions have been made under the direction of J. Harold Ryan, assistant director of censorship in charge of radio, and his executive staff, comprising Stanley P. Richardson, Bob Richards and Eugene Carr.

Warner To Leave For Army Service

CBS Commentator to Serve Under Maj. Gen. Surles

RESIGNATION of Albert Warner, CBS Washington Bureau chief, effective July 1, was announced last week when he revealed that he will join the staff of Maj. Gen. Alexander D. Surles, chief of public relations of the Army, with the probability of a commission as major. In this capacity he will assist in the preparation of communiques and the analyses of Army operations for the press and radio.

Mr. Warner

As yet no successor has been named but it was indicated Eric Sevareid, CBS commentator, would assume Mr. Warner's duties pro tem until a final decision was reached by CBS officials in New York. As is the case with other CBS officials who have joined the war effort, the resignation is for the duration.

Newspaper Career

Mr. Warner resigned as chief of the Washington bureau of the *New York Herald Tribune* in April 1930 to join CBS. In 1930 he was named assistant chief of the *Herald Tribune's* bureau rising to the top post in 1935. Following his graduation from Amherst in 1924, he returned to his native New York as a reporter for the *Brooklyn Eagle*. After a year he shifted to the *New York Times* where he wrote politics and covered the State Legislature in Albany for six years before coming to Washington for the *Herald Tribune*.

During his long career, Mr. Warner has been on the scene of many important political events, going to London in 1933 to report the World Economic Conference and covering every presidential campaign since 1928.

Born in Brooklyn, in 1903, he is a member of Phi Beta Kappa, the Gridiron Club, Overseas Writers Club and National Press Club. He was president of the White House Correspondents Assn. in 1935 and 1936 and president of the Radio Correspondents' Assn. (1940-41).

Ward Spots Continue

WARD BAKING Co., New York (bread and cake), which ordinarily discontinues its spot announcement campaign at this time of year, has extended the schedule throughout the summer on some 30 stations, effective at varying times during June and July. Agency in charge is J. Walter Thompson Co., New York.

MARS Inc., Chicago (candy bars), which discontinued sponsorship of *Dr. I. Q.* March 30 on NBC, will break with a heavy magazine campaign starting in September, using four-color full pages in national weeklies and monthlies. Agency is Grant Adv., Chicago.

Spot Broadcasting Remains at High Level

War Restrictions Fail to Deter Users Of Medium—Future Looks Good

IT LOOKS like a good season for spot.

In fact, it may be the best spot year in history, provided the present trend continues through next December and all hell doesn't break loose.

Wartime upsets are being taken in their stride by sponsors, agencies, station representatives and the medium itself, judging by a survey of principal centers conducted last week by editorial representatives of BROADCASTING.

Figures covering the first half of 1942 indicate that the spot placements are running well ahead of 1941. For instance, Chicago radio men report gains running anywhere from 5 to 12% over the spot business one year ago.

April Record

An all-time high in spot business was encountered last April, judging by reports gleaned during the survey. In fact, the entire spring was fine from a spot standpoint.

And then without the usual late-April daylight time switch many sponsors ran their campaigns right through May. Moreover, many spot users will resume next Labor Day, instead of waiting until the end of September when the switch to standard time occurred in past years.

Many difficult factors have entered the spotmarket in the seven months since Pearl Harbor. Conduct of business on a wartime basis has faced such obstacles as rationing, curtailment of products, shortages of raw materials, packaging difficulties and lack of transportation. Yet all these problems have been absorbed and the industry has gone ahead to open new sources of revenue.

Dwindling as radio users have been such industries as automotive, tire and rubber, candy and soft drink, some proprietaries and gasoline in rationed areas. In some instances these have been aggravated by price ceilings.

New revenue sources have been developed from recently introduced products such as leg cosmetics, handbooks for soldiers and manuals for aircraft spotters. Then there have been stimulated markets for items such as foot preparations, vitamins, cleansers and polishes, magazines, and bread and cereals.

In instances where sponsors have found their markets reduced, many have turned to institutional advertising through the medium of spot. Allis-Chalmers is running an extensive spot campaign to promote war bonds. Esso is plugging conservation and war bonds. General Motors is about to place a series of transcriptions in cities where it has factories as a means of boosting morale of workers. Studebaker is sponsoring spot news campaigns on 76 stations.

Direct mail accounts are providing an active source of spot revenue for stations throughout the country. Life insurance has been a little uncertain but some business is in sight for the autumn.

One of the most lucrative fields not yet properly exploited by broadcasters is that of dry-pack foods. Packaging and production problems have forced many manufacturers to turn to dry packaging in order to stay in business. In more than one case the manufacturers have found that their new products met better public response than old-time lines. To date, much of the dry-pack advertising has been placed in other media.

Autumn Prospects

Prospects for other branches of the broadcast medium are not quite so favorable as spot at the moment, judging by the survey of principal radio centers. While some new business is in sight for the autumn months for the nationwide networks, cancellations have been fairly frequent during the summer. Local business has tended to decline in many sections along with the sectional drops in retail sales.

In Canada the spot, network and local business are about the same as a year ago or perhaps a little better. A factor in the Dominion is the increase in the amount of paid radio advertising used by Government departments especially during the summer when some private sponsors take their annual layoffs. Fall prospects in Canada look good at this writing with many new sponsors showing an interest in the air medium.

NEW YORK

THIS wartime year of 1942 may easily turn out to be the best year in the history of spot radio, according to station representatives and timebuyers interviewed recently by the New York office of BROADCASTING.

The first half-year has been well ahead of the first half of 1941; summer business apparently will just about equal last summer's volume, and while there were a few who said that everything will be shot to pieces by autumn and a lot who refused to hazard any guesses that far in advance, the consensus was that spot radio this fall will be comfortably ahead of 1941.

All Sorts of Views

It should be noted, however, that there were many individual exceptions to the general point of view. Opinions of agency men reflected the varying plans of their clients; station representatives naturally based their predictions on the future bookings of their station list.

Every representative agreed that the spring quarter had been excellent for spot, with April probably the all-time peak month. Most of them also agreed that with no change to Daylight Time on the last Sunday in April, advertisers had been less inclined to take this as a deadline date for ending their seasonal campaigns and that many spot programs had continued longer than usual and would probably resume earlier than usual in the fall, starting with Labor Day rather than waiting for the final Sunday in September.

A number of representatives predicted that spot would fall off during the summer to a level slightly below that of 1941, "not a slump, but a dip" as one representative phrased it. A few timebuyers also foresaw a more quiet spot summer than usual, but the majority of the agency people took the opposite view, citing new or increased spot schedules for their various clients.

All predictions, of course, were hedged with the thought that these are times of war and anything can happen. But despite all the uncertainties, despite even the certainties that further rationing and curtailments in materials will cut into the production and advertising of certain consumer goods, there was still a general feeling of optimism among those closest to the spot radio field.

Gloom of the Past

A year ago the general attitude was one of "Sure, business is swell now, but any minute it will all be over." Today, six months after the United States entered the war, the attitude has changed to "Well, we've had rationing; we've had curtailments; there are still many problems of manufacture and distribution not yet solved, but spot radio advertising has held up and increased. And if it can keep going during these times of problem solving, why shouldn't it be even better after the solutions have been found?"

Looking at things from the negative side, spot has lost its automotive advertising and its tire and other rubber accounts. Some curtailment in candy and soft drink advertising has resulted from the sugar rationing program. A few proprietaries have stopped advertising, presumably due to alcohol priorities or because necessary ingredients obtainable only from abroad can no longer be imported. A gasoline producer has stopped his advertising in the coastal areas where gasoline is rationed. The recent restrictions in metal for bottle tops may adversely affect the advertising of beer and wine. Threatened rationing in coffee and tea may curtail the advertising of those products. Several campaigns have been cancelled because of price ceilings which caught the manufacturers at a disadvantage. And other examples on the dark side could be listed.

Brighter Side

Reverse the coin, however, and we find more than equal gains for every loss. Shortages have produced new spot radio campaigns to train people to save paper, rubber, fats, scrap metal and other sources of scarce material. New products, created by the war, are also making extensive use of spot radio: Leg cosmetics, handbooks for soldiers, manuals for aircraft spotters have all started extensive spot campaigns within the month.

Existing products with war-increased markets are also turning to spot: Foot preparations for wartime walkers, vitamins for increased energy needed for maximum production, cleansers and polishes

(*Continued on page 22*)

HOMECOMING is observed at KYW, Philadelphia, with the return of the Philadelphia Dairy Products Co. program to the station where it first started four years ago. Morris Scheck, vice-president of Scheck Adv. Agency, Newark, is greeting Leslie W. Joy, general manager of the station, at the first program of the new series conducted by Rhona Lloyd in the interest of Dolly Madison ice cream. At the broadcast were: A. H. Gilbert, merchandise manager of the dairy company; Miss Lloyd, Mr. Scheck, Mr. Joy, Stanley Smith, head of the advertising department of the sponsor; B. A. McDonald, KYW sales manager.

Fly Opposes Sanders Bill, Raps Industry

Irked Probers Find Spleen In His Comments

LIVING UP to advance billings as "star witness" before the House Interstate and Foreign Commerce Committee, FCC Chairman James Lawrence Fly hit practically all the notes in the radio scale last week in opposing the Sanders Bill (HR-5497) on the ground that it would "disrupt a war agency" and comes at the "worst possible time."

The FCC Chairman, whose renomination for a seven-year term is pending before the Senate Interstate Commerce Committee, called the entire bill a "backward step." He laid its support at the doorstep of CBS and NBC and "the so-called NAB."

Bitter Comments

All the spleen that Mr. Fly has directed against elements in the industry at one time or another cropped up during his three appearances last week. He charged that the New York corporations" and the "NAB leadership," which he alleged was network dominated, had tried to get him removed from office. He said he thought it would be "a good idea" to change the management of the NAB, without mentioning its president, Neville Miller, by name.

Mr. Fly was still on the stand when the hearings recessed last Friday. He was the sole witness at the morning sessions on Wednesday and Thursday supplementing two appearances the preceding week. It was expected Mr. Fly would be on the stand for at least two additional morning sessions, when hearings are resumed Tuesday (June 23).

Chairman Fly is slated to appear, in executive session, before the Senate Interstate Commerce Committee on Monday (June 22) in connection with his renomination by President Roosevelt for a seven-year term. His present term expires June 30. While there is considerable opposition to him, as evidenced by questioning of House Committee members, whom Mr. Fly alleged had been encouraged by the networks and other "minority segments" of the industry, his confirmation by the Senate was expected. The House does not participate in confirmation of Presidential appointees.

There were current reports that the Cox Resolution (HRes-426), for a sweeping investigation of the stewardship of Chairman Fly and the FCC, still had the breath of life. It is pending before the House Rules Committee. With Chairman Fly's reappointment and expected confirmation, Rules Committee members indicated there was possibility the resolution introduced by Rep. Cox (D-Ga.) would be considered at an early date. On the other hand, opponents of the resolution held that the investigation now is in progress before the Interstate Commerce Committee.

Piscatorial Allusion

The NAB convention incident of last year, when Chairman Fly stormed out of the meeting after a bitter tussle with President Miller and Mark Ethridge, former NAB president and head of the *Louisville Courier-Journal* and WHAS, was revived during the Friday hearings on the Sanders Bill.

Reps. McGranery (D-Pa.), Hinshaw (R-Cal.) and Sanders (D-La.), author of the measure, besieged the chairman with questions about the St. Louis episode and his attitude toward the networks, the NAB and other industry segments The cross-fire was hot and heavy most of the time. Rep. McGranery alluded to the "cat and dog fight" of the chairman with the industry and deprecated the "spleen" he had shown.

Mr. Fly said his "choice phrase" in describing the management of the NAB was that it was "like a dead mackerel in the moonlight—it both shines and stinks." That renowned old quotation was made by the chairman at the NAB convention in May 1941. Rep. McGranery elicited this comment from Mr. Fly in asking about the St. Louis convention.

The fireworks developed last week, after Mr. Fly had made two appearances before the Committee the preceding week when rather desultory interest was shown. He had devoted about all of his time to activities of the FCC other than those related to broadcasting, emphasizing the Commission's war work. He had described broadcast licensing as a very minor phase of the Commission's function.

Members of the Committee at that time frankly stated they thought Mr. Fly was "filibustering." It was not until Mr. McGranery, at the hearings last Wednesday, asked what this testimony had to do with the Sanders Bill that the chairman diverted from war, common carrier, telephone, amateur, cable and other aspects of the FCC's regulatory work.

A Bit of Praise

Although Chairman Fly flayed NBC and CBS for what he alleged to be domination of the industry, he nevertheless said that in many ways they are doing "splendid jobs." He contended he differed with them only as to business aspects and "basic philosophy" and that he felt the "industry belongs to the public." He argued that the difference between the FCC and the networks on the chain-monopoly rules had narrowed to the point where there was little controversy. He commended NBC particularly for its "cooperation" in separating its former two networks.

Precisely how long the Sanders Bill hearings will continue was still uncertain. The proceedings began April 14 and only FCC witnesses remain to be heard. In addition to Chairman Fly, it is likely the Commissioner C. J. Durr, Chief Engineer E. K. Jett, and Chief Counsel Telford Taylor will appear. It now appears a certainty that Commissioner T. A. M. Craven, who with Commissioner Norman S. Case have constituted the regular FCC minority, will testify, probably in opposition to most of the views advanced by the chairman on controversial issues.

Mr. Fly identified the "three groups" who were instrumental in bringing out the Sanders Bill as CBS, NBC and the NAB. He said they "blow the big wind and make the big noise." He ventured that some of the vice-presidents of the networks "wouldn't know a transmitter if they met it on the street."

In Midst of War

Chairman Fly's primary opposition to the Sanders Bill, based on provisions thus far covered, was that it would disrupt the Commission when it is doing a war job. Moreover, he contended it would allow radio to become "the rich man's field" and that people of moderate means could not compete. Threaded throughout his testimony was condemnation of the major networks and of the "management" of the NAB.

The chairman frequently tangled with members of the Committee and at one or two junctures found himself asking the questions rather than answering them.

Rep. Sanders asked, during one heated colloquy, whether Mr. Fly was "trying to oust the president" of the NAB. The chairman promptly retorted that he was doing nothing about it but that " I really think it would be a good idea to change the management of the NAB." Then he added that under existing conditions, "a couple of companies in New York dominate its operations." At another juncture, he said "if you want to turn this industry over to a couple of men in New York, go ahead and enact this legislation."

Making his third separate appearance before the Committee last Wednesday, Chairman Fly explained that in his previous testimony he had covered activities which consumed half of the FCC's funds and staff, all exclusively devoted to the war effort. All the Commission's work, he said, is geared toward "winning the war."

Prefacing his coverage of broadcast licensing as one of the routine functions of the FCC, Mr. Fly first said he would describe common carrier aspects of the Commission's work and then get into broadcasting. In detail he described telephone, telegraph, cable and other FCC regulatory functions and referred to them in terms of military needs.

When Chairman Lea inquired whether telephone, telegraph and cable rates were pretty well established, Mr. Fly said that recently there was a move by AT&T com-

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More People Expecting to Stay At Home This Summer, New York Survey Reveals

MORE PEOPLE than ever before will be at home during this summer of 1942 and available as radio listeners, according to conclusions derived from 8,000 personal interviews by the WOR (New York) Continuing Study of Radio Listening.

Of the metropolitan families interviewed, 64% intend to work straight through the summer without a vacation break, while last year 53% of New York's population did not take a vacation. When questioned in May of this year by the WOR interviewers, four out of five families had no definite plans.

Staying at Home

In 1941 the number of families spending their vacations entirely away from home totaled 32% of those questioned, while this year less than half that number or 15% will be away for the entire vacation period.

The average New York listening family hears 15.7 radio programs each weekday, according to the study, an increase from the 14.6 programs a day listened to by the average family in November, 1941. The survey also reported that more and more listeners are turning to radio as an "escape" from world events, and are listening to dramatic and comedy shows and to programs of nostalgic music.

Dr. Watson Ban Lifted

STATUS of Dr. Goodwin Watson, chief analyst of the Foreign Broadcast Monitoring Service, under Congressional fire, remains unchanged following action last Wednesday by the House, which voted to recede from its previous stand and remove the Watson rider from the FCC appropriation bill. The Senate previously had voted along with the House in originally barring use of funds for Dr. Watson's salary.

"NOW HE'S JUST NEXT DOOR!"

● During the past couple of months a crew of well-trained young men from several colleges in Iowa has been ringing door-bells all over the State —talking with over 10,000 typical Iowa families— getting the detailed testimony that will soon be available in the *1942 Iowa Radio Audience Survey.*

And what testimony! Gathered in all of Iowa's 99 counties according to the most approved "sampling" methods, it establishes exactly what radio stations Iowa people listen to, county by county, and throughout the State as a whole—the hours at which they listen—the kinds of programs they prefer, in order of their preferences—and many other facts which will enable you to plan your Iowa radio efforts with real perception and confidence.

The Iowa Radio Audience Survey, an annual event for the past five years, is widely acknowledged to be the most scientific, unbiased, enlightening study of radio listening habits in the Mid-West. The 1942 Survey, like all the rest, will be a "must" for every sales or advertising executive who is advertising any sort of product in Iowa. Copies will be available July 15. Let us put you down now for *yours*— without obligation, of course. Just drop us a line and say you want it. *Address:*

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Davis Takes Over Government News Role

Names Eisenhower Administrative Aide; To Centralize Radio Functions

EXCEPT for increased tempo, elimination of confusion and perhaps a better break for radio on war news, there will be little immediate or discernible change in radio's overall war functions as a result of the creation of the Office of War Information by President Roosevelt, with Elmer Davis, erstwhile CBS analyst, as its director.

Drafted by the President to tackle the world's biggest news assignment, Mr. Davis arrived in Washington last Wednesday and promptly plunged into the job. Armed with a far-reaching Executive Order, whereby the functions of the Office of Facts & Figures, which heretofore has been the Government's radio funnel; the Office of Government Reports; the Division of Information of the Office for Emergency Management, which has produced its own programs; and the Foreign Information Service of the Office of the Coordinator of Information, Mr. Davis was empowered to issue directives to all departments and agencies of the Government relating to their informational services. He indicated he would move slowly on personnel but act swiftly on the war news front.

Tribute to Radio

Mr. Davis' appointment was hailed as an unprecedented compliment to radio and as recognition of the job radio is performing in the war effort. A journalist for the last 40 years and CBS news analyst since 1939, Mr. Davis was given broader powers on direction of Government news than those ever held by any man in Government.

Mr. Davis' first official act was to ask the President to appoint Milton Eisenhower, director of the War Relocation Authority handling evacuation of Japanese, and a veteran Government executive as deputy director of OWI in charge of administration. The White House announcement on the appointment came last Wednesday with Mr. Davis' formal assumption of his duties.

A radio veteran himself, Mr. Eisenhower was instrumental in organizing the Dept. of Agriculture radio service in the 20's and played a prominent part starting the *National Farm & Home Hour* on NBC in 1928.

Mr. Davis established headquarters at OFF upon his arrival in Washington yesterday. He conferred with top Government officials, including Vice-President Wallace and Secretaries Knox and Stimson, and afterward visited the Bureau of the Budget, where he took his oath of office.

While it was too early to ascertain the shape of things radio-wise under the new organization, it was evident Mr. Davis would handle over-all policy, with administration and personnel matters left largely to Deputy Director Eisenhower.

There will be a director of domestic information—possibly Archibald MacLeish, who relinquishes his directorship of OFF. The director of foreign information (except Latin America) is expected to be Robert E. Sherwood, playwright now heading the foreign information service of the late Office of the Coordinator of Information.

Order Specifies Radio

Creation of the new office, while it found many Government information and radio employes in a state of uncertainty, nevertheless did not disturb the status quo of radio programming operations. W. B. (Bill) Lewis, heretofore assistant director of OFF in charge of radio operations, so far as known will continue in an executive capacity under the reorganized structure. He resigned as CBS vice-president in charge of programs to take the OFF post last January.

Precisely what will happen to the various radio functions of the Office for Emergency Management's Division of Information, abolished under the order, is problematical. More than likely it was thought most if not all of the radio personnel, headed by Bernard Schoenfeld, would be absorbed in the new radio branch of OWI. There has been considerable criticism of the decentralized radio programming operations of Governmental and war agencies.

The President's Executive Order creating OWI makes specific mention of radio, both domestic and foreign. All information policies using all media (press, radio, motion picture and other facilities) will be directed by Mr. Davis. He will issue directives as needed, covering such work.

Among the duties assigned in the Executive Order are to "review, clear and approve all proposed radio and motion picture programs sponsored by Federal departments and agencies; and serve as the central point of clearance and contact for the radio broadcasting and motion picture industries, respectively, in their relationships with federal departments and agencies concerning such Government programs."

To Work With Price

These powers are much broader than heretofore prescribed for any other agency. All told, there are some 2,000-2,500 Government information personnel affected by the consolidation. Of these, possibly 200 are directly or indirectly identified with radio, most of whom were drawn from the industry or from advertising agencies.

Aside from the virtual plenary powers given Mr. Davis over war information, the Executive Order directs that he collaborate with

(*Continued on page 47*)

For other features on Office of War Information see "We Pay Our Respects to" on page 35, texts of executive orders on page 48, and stories on page 47.

AIDE TO DAVIS

MR. EISENHOWER

Low-Down on Elmer Davis

WHAT MANNER of man is Elmer Davis? What are his views on handling of war news?

These questions spontaneously arose with the weekend announcement by President Roosevelt of the selection of the distinguished writer and commentator as director of the newly-formed Office of War Information, constituting a fusion of the functions of the Office of Facts & Figures, the Office of Government Reports, the division of information of the Office for Emergency Management, and the foreign information service of the Office of the Coordinator of Information.

In this issue the "We Pay Our Respects to" department is devoted to the new director of information. This is an intimate biography. His views on handling of war news and more particularly of radio were expounded to the House Interstate & Foreign Commerce Committee in testimony given on May 7 in connection with the Sanders Bill (HR-5497), for revision of the Communications Act of 1934.

Mr. Davis defended radio's editorial freedom. Highlights of his testimony follow:

"I have been engaged in some form of the news business, off and on, for nearly 40 years. * * * I had also, from time to time after 1932, analyzed the news, particularly of domestic politics, in broadcasts from Station WEVD, in New York, and had occasionally done the same sort of thing for Columbia, particularly during the summer of 1937." * * * [engaged as regular news analyst by CBS Aug. 23, 1939].

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"Radio has nothing but a front page. * * * Any piece of news you hear must seem the most important news while you are listening to it; and accordingly the increased emphasis which newspapers can give by putting a story on the front page can be achieved, in radio, only by beginning the broadcast with it, and treating it at somewhat greater length than other items."

•

"Headlines are necessary in newspapers, but even there they are likely to be seriously misleading as oversimplifying a situation; and the danger is quite as great in radio. The broadcaster must again rely on position in his broadcast, the amount of space he gives to each item; and, in the case of controverted or variously reported news, by some endeavor to assess the credibility of the different ver-

(*Continued on page 48*)

DEBUT FOR DAVIS
CBS Commentator Submits to Newsreel Session

PICTORIAL mauling from the newsreel men gave Elmer Davis, former CBS commentator, his Washington baptism June 17 as he assumed the post of Director of the Office of War Information. Mr. Davis told the movie men his office would aim to provide as much news as possible, as often as possible and as accurately as possible.

Continuing, he said previous information offices endeavored to accomplish the same end but lacked the necessary machinery. Through the authority vested in him by President Roosevelt, he expressed the hope of being able to accomplish the job.

Mr. Davis declined to make any statements regarding the information setup until he had studied detailed functions of each part of the structure.

Let's Throw Some Light on the Subject of *Concentrated* COVERAGE

★ ★ ★

Troy-Albany-Schenectady—the Tri-City Market—is rich, booming, *buying.* It's a concentrated area, whose wealth tapers off sharply outside the city limits.

When it comes to selling this great three-in-one combination, you can rely on WTRY. With ample power to cover the entire market, with top-notch Blue Network and local programs, and with an unusually favorable dial location—WTRY is the station that not only gives you *coverage where it counts* but also gives MORE COVERAGE PER DOLLAR.

1000 watts full time—penetrates a prosperous population of 820,458—serves the nation's 27th largest metropolitan district and its trading area—annual buying income now $796,489,000.*

Lowest cost per listener. In the three cities WTRY gives you more coverage per unit of cost than any other station, according to advertisers. It's a clear first in economy!

Convenient position for easy tuning—980 Kc.—right in the middle of the dial.

The Only Basic BLUE Network Station covering Eastern New York State.

**According to Sales Management 1942 "Survey of Buying Power" figures.*

WTRY TROY, N. Y. 1000 Watts 980 Kc.

BASIC *Blue* NETWORK STATION *H. C. Wilder, Pres.* Represented by RAYMER

FCC Drops 22 Applications; Nine 500 kw. Cases Off Books

Group of 17 FM Petitions Also Included as Commission Weeds Out Accumulations in File

SWEEPING out a large portion of new station applications, both standard and commercial FM, as well as applications for increased power to 500,000 watts that have accumulated over the last several years, the FCC June 16 ordered dismissed without prejudice 22 standard, 17 FM and nine 500,000-watt requests.

The drastic action, which included certain applications in the suspense file under the Commission Order 79 relating to newspaper ownership, was based on the FCC memorandum opinion of April 27.

Statement of Policy

The Commission at that time stated as its policy, among other things, that it would not grant applications involving the use of strategic materials for construction of new standard and FM broadcast stations. To date, this policy has been rigidly adhered to except on very special occasions where a definite need for such facilities has been shown. Accordingly, the dismissals were effected.

The 22 new standard station applications were: Confederate Broadcasting Co., Marietta, Ga.; Walter H. Nelson, Cadillac, Mich.; Sikeston Broadcasting Co., Sikeston, Mo.; J. A. Eisle, Ft. Worth, Tex.; Green Mountain Broadcasting Corp. Inc., Brattleboro, Vt.; W. J. Harpole & J. C. Rothwell, Plainview, Tex.; Valley Broadcasting Co., Columbus, Ga.; Portland Broadcasting Co., Portland, Ore.; Etowah Broadcasting Co., Gadsden, Ala.

Danville Broadcasting Corp., Danville, Ky.; WJPS Inc., Evansville, Ind.; KTOP Inc., Topeka; Sikeston Community Broadcasting Co., Sikeston, Mo.; B. Loring Schmidt, Salem, Ore.; Burlington Broadcasting Co., Burlington, N. C.; William Price, Burlington; Radio Corp. of Orlando, Orlando, Fla.; Contra Costa Broadcasting Co., Richmond, Cal.; Birney Imes, Tupelo, Miss.; J. I. Sims, Orangeburg, S. C.; Howard R. Imboden, Pulaski, Va.; High Point Broadcasting Co., High Point, N. C.

The 17 commercial FM applications were: Star-Times Publishing Co., St. Louis; A. S. Abell Co., Baltimore; Ashland Broadcasting Co., Ashland, Ky.; The Gazette Co., Cedar Rapids, Ia.; Courier-Journal & Louisville Times Co., Louisville; Gibraltar Service Corp., Philadelphia; E. Anthony & Sons Inc., New Bedford, Mass.; United Broadcasting Co., Cleveland; Indianapolis Broadcasting Inc., Indianapolis; The Evening Star Broadcasting Co., Washington; Globe-Democrat Publishing Co., St. Louis; Tribune Bldg. Co., Oakland, Cal.; Sun Co. of San Bernardino, San Bernardino, Cal.; The Outlet Co., Providence; Cherry & Webb Broadcasting Co., Providence; Boston Edison Co., Boston; Pulitzer Publishing Co., St. Louis.

The nine 500,000-watt applications dismissed since petitions were not received from the applicants seeking to keep the requests open, according to the FCC, were: WJZ, New York; WGN, Chicago; KFI, Los Angeles; WJR, Detroit; WSM, Nashville; WOR, New York; WGY, Schenectady; WSB, Atlanta; WHO, Des Moines.

Harvard Radio Board

FORMATION of a Harvard Radio Board to supervise and control participation of the university or groups affiliated with Harvard in radio programs and to further a continuing study of the possibilities of Harvard concern with radio has been effected, according to A. Calvert Smith, assistant to Dr. John B. Conant, Harvard president, who outlined the purposes of the new radio board. The board along with World Wide Broadcasting Corp. on June 13 launched the new *Fight For A Free World* series on WRUL, Boston.

AFTER A CEREMONIAL broadcast on WLAW, Lawrence, Mass., Irving Rogers, general manager of the station (right), receives a silken American flag from Mrs. Agnes Ruddlock, former director of Essex County. The flag was awarded to the station "for meritorious service to the American Legion and American Legion Auxiliary" in that county by the Mass. Dept. of the Legion.

Vick Fall Plans

VICK CHEMICAL Co., New York, will start a five-minute period on WJZ, New York, Monday through Friday, 6:40-6:45 p.m., sometime in the fall. Vick products for colds will be promoted on the series, the nature of which has not been settled. Also it is understood that Vick is looking for a new network show for the coming winter. Agency is Morse International, New York.

CALEY QUITS WMBD TO JOIN AIR FORCE

COMMISSIONING of Charles C. Caley, assistant manager of WMBD, Peoria, Ill., as a lieutenant in the Army Air Force, has been announced by the station. Lt. Caley will report to officers' training school at Miami Beach, Fla.

Lt. Caley

Lt. Caley, one of radio's outstanding young executives, has been active in the national sales field and for five years served as member of the sales managers' committee of the NAB. He was also chairman of the Peoria Community Fund campaign in 1941 and was prominent in the conduct of such local organizations as the Better Business Bureau, YMCA, Red Cross, Junior C. of C., Greater Peoria Community and War Fund and other groups.

For seven years prior to his elevation in 1941 as assistant to Edgar Bill, WMBD president, Lt. Caley was commercial manager of the station. No successor has been announced yet by the station.

Renewal Hearing Set For WDSU, WMIS, WGRM

CONSOLIDATED hearing for the license renewal applications of WDSU, New Orleans; WMIS Natchez, Miss.; and WGRM, Greenwood, Miss., was designated last Tuesday by the FCC. In connection with WDSU, another application of that station to reinstate a construction permit for an increase to 5,000 watts, which it had held for some time, as well as for a new transmitter, move of transmitter and installation of a directional antenna, was included in the order for joint hearing.

WMIS and WGRM are owned by P. K. Ewing, who is also vice-president and general manager of WDSU, although the latter station is owned by J. H. Uhalt. It is upon these interconnections that the FCC presumably questions the advisability of renewing the licenses. Mr. Ewing also controls another station, WGCM, Gulfport, Miss.

It is undertood that all the equipment necessary for the construction permit, which WDSU has asked to be reinstated, is on hand and that such an action would not require the acquisition of strategic materials.

Acquisition of KTHS, Little Rock, Ark., By George D. Wray Group Is Approved

SALE of KTHS, Little Rock, Ark., to Radio Broadcasting Corp., an Arkansas corporation headed by George D. Wray, Shreveport, Baton Rouge, Chattanooga and Marshall, Tex., automobile dealer, was authorized June 16 when the FCC granted consent to the assignment of license from Hot Springs Chamber of Commerce to the new assignee.

Under the terms of the application, which was submitted to the FCC last spring, the transferee corporation has been authorized to issue 750 shares of 6% preferred stock, par $100, and 2,000 shares of common stock, same par, with one-fourth of the common stock already subscribed to.

Headed by Wray

Mr. Wray is president of the new company; Allen D. Morris, also a Shreveport auto dealer, vice-president, has 200 shares; and P. E. Furlow, associated with Mr. Wray, holds 100 shares.

Under the deal, Radio Broadcasting Inc. pays $12,000 cash to the Hot Springs Chamber of Commerce, whose membership have voted in favor of the transaction, and this cash is to be used to clear up outstanding indebtedness.

All of the 750 shares of preferred stock would be held by the Chamber of Commerce, but would be callable in 10 years at 105%. In addition, if the FCC approves a 50,000-watt construction permit for KTHS and its removal to a more favorable site, the company agrees to pay the Chamber of Commerce an additional $5,000 cash one year after construction and $10,000 two years after construction.

Also involved in the deal is a 10-year agreement under which six 50-word spot announcements would be carried daily in the interests of Hot Springs, the State of Arkansas or the Federal Government.

This deal follows the dropping [BROADCASTING, Feb. 23] of a project under which Col. Tom H. Barton, Arkansas oil magnate and owner of KARK, Little Rock, and KELD, El Dorado, would have purchased KTHS and moved it about 50 miles nearer Little Rock. The Barton deal was dropped when the FCC insisted that Col. Barton relinquish KARK upon acquiring control of KTHS.

KTHS is licensed for 1090 kc. with 10,000 watts daytime and 5,000 night, sharing time with KRLD, Dallas, and also holds a special service authorization to operate on 1090 kc. with WBAL, Baltimore, until 9 p.m., with power of 10,000 watts day and 1,000 night.

The FCC last Tuesday also granted consent to voluntary transfer of control of WMRN, Marion, Ohio, to Howard F. Guthrey, local lawyer and secretary of the station, and Florence Guthrey. The Guthreys for a total consideration of $13,000 acquire the 130 shares or 65%, of the station's stock owned by Frank E. Mason, NBC vice-president, and his wife, Ellen. The other 35% continues to be held by Mr. Mason's younger brother Robert T. Mason, who is also manager of the station. WMRN was granted July 17, 1940 to the Marion Broadcasting Co. for 250 watts on 1490 kc. and commenced operation in December of that year.

WE PLACE THIS READY MADE AUDIENCE RIGHT IN THE PALM OF YOUR HAND . . . A PARTICIPATION IN A SPECIFIC 15 MINUTE PERIOD (ACROSS THE BOARD) WHICH ACCORDING TO THE HOOPER "CONTINUING MEASUREMENT OF RADIO LISTENING REPORT," (DECEMBER THROUGH APRIL) OF 8 BOSTON STATIONS, COMMANDS 22% OF THE ENTIRE LISTENING AUDIENCE. WE BELIEVE IT TO BE THE BEST BUY IN THE COUNTRY'S FOURTH LARGEST MARKET.

• *This time is subject to prior sale, of course.*

WORL

BOSTON, MASS.

Radio Acclaimed On Rubber Drive

OFF Praises Support Given Despite Difficulties

RADIO'S ROLE in the rubber drive which began June 15 has evoked considerable expressions of satisfaction in Washington official quarters. At the Office of Facts & Figures it was said that radio's job was made extremely difficult since the start of the rubber drive coincided with the drives for 10% investment of wages in war bonds and the United Nation's week-end.

Following original instructions and plans sent stations throughout the country in connection with the rubber drive, OFF last week wired each station in the country asking them to use at least 10 spots a day to push the rubber drive. From reports already received by OFF from 350 stations it was pointed out that radio has given more aid to the drive than was requested.

Some stations have developed war bond gifts for quantities of rubber collected; others organized searching parties to collect rubber along highways and in remote sections of towns and cities where rubber may have been discarded. Stations have also tied up with theatres to promote attendance at specil shows using rubber as token of admission.

Special Events Programs

Special events of all types have also been developed to stimulate consciousness of the campaign. Irving Caesar, popular songwriter, composed an original song complete with lyrics, *Bring Some Rubber Around*, which MBS has been using frequently as a station break.

The OFF sent out a five-minute transcribed speech June 18 featuring Harold L. Ickes, petroleum coordinator, and William R. Boyd, Jr., chairman of the petroleum industry's war council, urging public participation in the campaign.

In the first two days of the rubber drive stations in some sections of the country even served as "trouble shooters" according to the OFF. Since the drive had to be mobilized swiftly it was impossible to inform every filling station in the country and instances arose where people brought rubber to the stations, claiming the collection depots were ignorant of their duties. In these cases, radio stations called the OFF and petroleum companies' individual filling stations were quickly informed.

As yet no suitable figures are available for release which would indicate the success of the campaign.

'Mrs. Miniver' Spots

NBC RADIO-RECORDING Division is preparing and cutting a series of spot announcements for Metro-Goldwyn-Mayer, which plans to use the campaign on stations throughout the country in cities where its latest release "Mrs. Miniver" is playing.

PROUD EXHIBITORS of this beautiful catch of black bass are Ralph D. Foster (left), manager of KWTO-KGBX, Springfield, Mo., and John E. Pearson, station representative, who made the haul in an afternoon on a four-day float trip down the Buffalo River in the Ozarks in Northern Arkansas.. The trip was sponsored by Mr. Foster in honor of Don McNeill, m.c. of NBC *Breakfast Club*.

Campbell Buys Time

CAMPBELL SOUP Co., Camden, reported to be interested in the Sunday evening 9-9:30 p.m. period on CBS for a fall series, has definitely signed for the time, although no details as to starting date, program, stations to be used or product promoted have been decided [BROADCASTING, June 8]. The half-hour was formerly a part of the hour *Fred Allen Show*, which this fall will be cut to a half-hour by its sponsor, Texas Co., when Allen returns to the air after his summer vacation. Allen will be heard on CBS in the succeeding half-hour 9:30-10 p.m. Agency for Campbell Soup is Ruthrauff & Ryan, New York, and Texas Co's agency is Buchanan & Co., New York.

WPB Weighs Pool Increase To Include All Radio Service

Officials Indicate Conservation and Salvage Will Affect Grants of Priority in Future

WHEN the Defense Communications Board made its recommendation to the War Production Board concerning a plan to pool all broadcast equipment [BROADCASTING, May 25] it was intended to solve the critical tube and equipment shortage of the broadcasting industry. According to latest WPB advices, this plan has been expanded to include all users of equipment such as police radio units of which the WPB claims there are 13,000 in the United States.

Last week there was no indication of the present status of the plan. Although WPB officials recognized need for such a program they disclaimed knowledge of the actual form it would take or the probable date of effect.

Salvage Stressed

Meanwhile, WPB officials are actively promoting conservation and salvage of all transmission equipment. They are urging broadcasters to return transformers, filter condensers and vacuum tubes over 100 watts to the manufacturer. Where repair is more expedient than replacement the manufacturer can best decide, the WPB feels, but cautioned that under no circumstances should equipment be carelessly discarded. In cases where material cannot be returned to the manufacturer the WPB urges stations to dispose of material through licensed salvage operators.

Stressing importance of salvage where repair is impossible, one WPB official pointed out that they are "satisfied as long as there is salvage". In that way, he pointed out that much scarce material can be reclaimed, reprocessed and appear again in vital equipment.

Conservation is vital, according to Frank H. MacIntosh, chief of the radio division of the Communications Branch of the WPB. Elaborating on this, he said that a station's record of repair would have an important effect on future WPB grants of needed material. For example, if a station is not conserving its equipment and is using more equipment than most other stations of its size, the WPB indicated it will not be inclined to grant the needed material.

Care will prolong the life of all sorts of equipment and the WPB means to see that such care is effected, if necessary, it was added. Mr. MacIntosh emphasized that conservation is now voluntary in the best interests of defense and hoped that it would not be necessary to impose any specific restricting orders.

Suggests Power Reduction

As a further aid to conservation there have been suggestions that the power of stations could be reduced without impairing listener service. Since this authority rests with the FCC, nothing can be done unless the Commission chooses to act. Until now, the FCC has not been inclined to take such action and has offered no comment.

Engineering standards may also have to be lowered, it was suggested, to allow continued operation of stations if the war is extended for any considerable period of time. For the immediate present there has been no indication of such action.

It was also learned that the WPB has established a committee to deal with the problems involving transmitters, receivers and both types of vacuum tubes.

OCD Says No New Equipment Is Needed In Civilian War Emergency Radio Setup

ACCORDING to the Office of Civilian Defense the new War Emergency Radio Service, formed jointly by the OCD, Board of War Communications (formerly the DCB) and the FCC [BROADCASTING, June 15] will not require any new materials or equipment.

"All equipment must be in existence and must be owned by, or in the legal possession of the prospective station licensee at the time of application," the OCD said last week. The plan calls for use of sets using ultra-high frequencies and 25 watts limited power in a relay system which will take over when normal comunications are cut off.

Single Licenses For 'Nets'

It was further revealed that the FCC, which will handle licensing, will issue single licenses to cover all transmitters to be operated or controlled as one "net" or control area and that each transmitting unit will be assigned a unit number which will be designated in the station license. Also, it was said that "adjoining municipalities will operate by intermunicipal agreement under one station license." It was added that "such an agreement will promote coordination of frequency allocations, thus minimizing interference."

The OCD warned that all "War Emergency Radio Service net operating within a warning area (an area activated from a District Warning Center upon orders of the military) must furnish proof satisfactory to the FCC that all transmitters within the area can be instantly silenced upon the receipt of a single order at the District Warning Center."

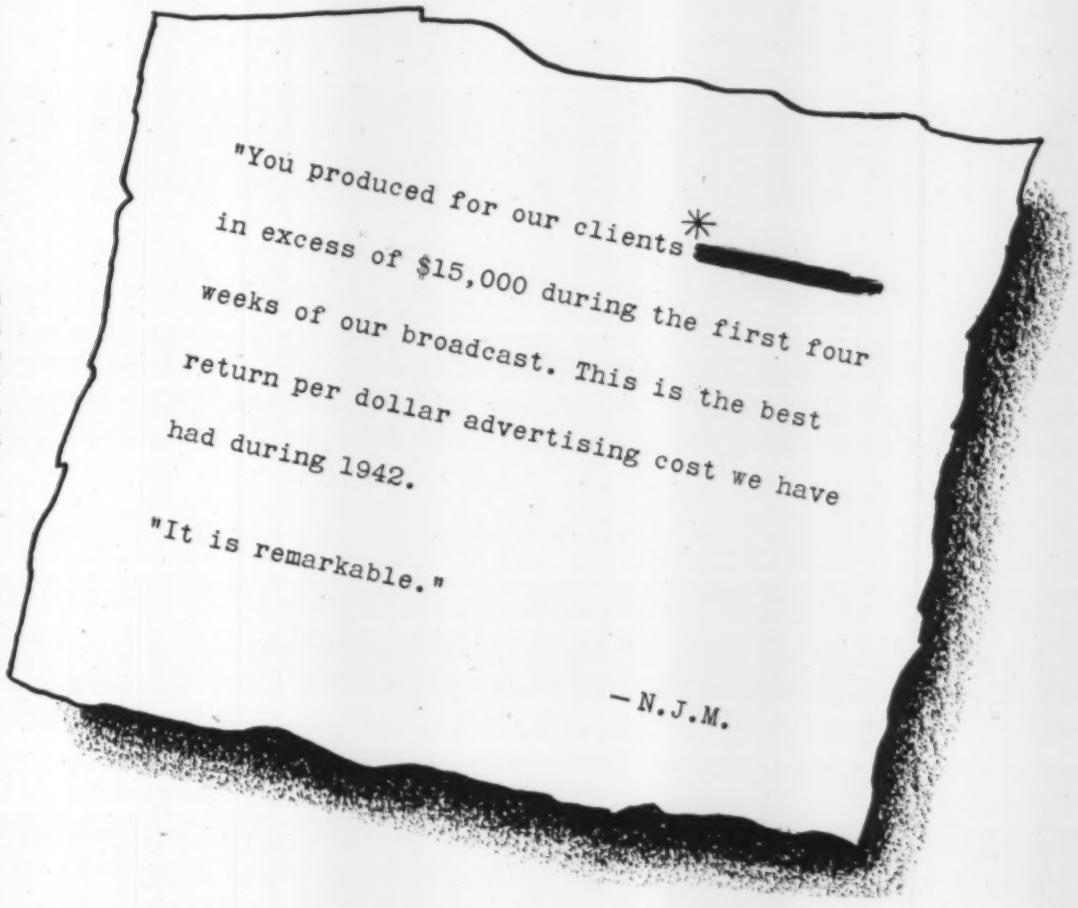
Operation of the emergency service, it was said, can be undertaken by all radio operator license or permit holders in any class upon certification and enrollment in the Citizens' Defense Corps. It was emphasized that such "certification will go beyond mere technical citizenship and fingerprinting which has heretofore been a requirement for a radio operator's license."

Johnstone Honored

G. W. (Johnny) JOHNSTONE, BLUE director of news and special features, recently received two honors: An autographed photograph from President Roosevelt and a certificate of membership in the Twenty Year Club for radio veterans, founded by H. V. Kaltenborn, NBC news commentator. Inscription on the photo "For Johnny Johnstone from Franklin D. Roosevelt," bears witness to a friendship stemming from Johnstone's work as director of radio for the Democratic National Committee 1940 campaign, and as chairman of the radio division of the Committee for the Celebration of the President's Birthday Ball, 1940-42.

WHN Advertiser Report No. 2

(A series of comments written by leading advertising men.)


"You produced for our clients *
in excess of $15,000 during the first four
weeks of our broadcast. This is the best
return per dollar advertising cost we have
had during 1942.
"It is remarkable."
—N.J.M.

*Any WHN Sales Representative will "un-censor" this letter, from his portfolio of advertiser-success letters. Ask to see it.

Another WHN advertiser reports — in different words perhaps, but it's the same old story: America's most powerful independent station does the biggest selling job. Fifty thousand watts, a WHN-planned program, and America's greatest buying market is the combination that pays off. Better check us for Summer and Fall availabilities now.

WHN 50,000 WATTS • 1050 CLEAR CHANNEL
NEW YORK

Chicago Office: 360 N. Michigan Avenue

XV—CENSUS OF RADIO HOMES IN THE STATE OF MISSISSIPPI

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	7,556	38.6	2,909	4,642	50.6	2,351	1,072	37.3	400	1,842	8.6	158
Alcorn	6,755	56.7	3,847	2,289	68.8	1,574	1,074	70.4	756	3,392	44.7	1,517
Amite	5,035	34.4	1,732	....	....	....	1,045	54.9	573	3,990	29.0	1,159
Attala	6,937	39.4	2,733	1,202	61.6	740	1,031	55.2	569	4,704	30.3	1,424
Benton	2,373	34.4	813	....	....	....	305	55.7	170	2,068	31.1	643
Bolivar	18,138	28.4	5,123	1,094	63.2	691	3,846	43.5	1,674	13,198	20.9	2,758
Calhoun	4,924	48.8	2,404	....	....	....	1,473	59.0	870	3,451	44.4	1,534
Carroll	4,746	33.1	1,576	....	....	....	751	58.2	437	3,995	28.5	1,139
Chickasaw	5,085	40.3	2,041	....	....	....	1,765	55.3	975	3,320	32.1	1,066
Choctaw	3,007	38.6	1,160	....	....	....	669	56.6	379	2,338	33.4	781
Claiborne	3,385	25.5	873	828	40.6	336	316	41.5	131	2,241	18.1	406
Clarke	4,803	39.2	1,881	....	....	....	1,899	48.4	919	2,904	33.1	962
Clay	4,709	37.5	1,765	1,669	53.8	898	298	37.4	111	2,742	27.6	756
Coahoma	13,529	29.6	4,011	3,589	54.3	1,949	1,374	40.4	555	8,566	17.6	1,507
Copiah	8,252	38.5	3,177	1,718	58.6	1,006	1,220	42.2	515	5,314	31.2	1,656
Covington	3,792	42.2	1,602	....	....	....	825	54.2	447	2,967	38.9	1,155
DeSoto	6,660	23.4	1,556	....	....	....	899	52.9	475	5,761	18.8	1,081
Forrest	9,098	54.5	4,952	5,762	58.9	3,396	1,801	48.3	870	1,535	44.7	686
Franklin	3,061	36.7	1,122	....	....	....	1,243	42.7	531	1,818	32.5	591
George	1,942	39.8	773	....	....	....	837	43.2	362	1,105	37.2	411
Greene	2,044	34.2	698	....	....	....	1,044	32.8	342	1,000	35.6	356
Grenada	4,493	39.2	1,759	1,593	57.1	910	542	51.2	277	2,358	24.3	572
Hancock	2,808	47.5	1,331	1,034	61.8	639	1,299	35.7	464	475	48.0	228
Harrison	13,020	63.1	8,219	9,213	68.4	6,303	2,674	51.8	1,384	1,133	46.9	532
Hinds	26,921	56.8	15,334	16,423	73.4	12,047	3,266	54.6	1,782	7,232	20.8	1,505
Holmes	9,540	26.3	2,515	1,606	49.5	795	1,509	49.1	740	6,425	15.3	980
Humphreys	6,522	28.2	1,832	1,071	45.7	490	542	48.5	263	4,909	22.0	1,079
Issaquena	1,779	18.0	320	....	....	....	128	49.2	63	1,651	15.6	257
Itawamba	4,562	38.2	1,740	....	....	....	442	61.4	271	4,120	35.6	1,469
Jackson	5,191	62.3	3,225	2,303	71.0	1,636	2,110	53.4	1,126	778	59.5	463
Jasper	4,308	33.5	1,443	....	....	....	847	49.7	421	3,461	29.5	1,022
Jefferson	3,538	19.2	676	....	....	....	723	39.1	283	2,815	14.0	393
Jefferson Davis	3,527	31.0	1,095	....	....	....	503	49.2	247	3,024	28.0	848
Jones	11,626	54.6	6,342	5,863	60.2	3,530	1,395	58.8	820	4,368	45.6	1,992
Kemper	4,746	27.4	1,301	....	....	....	1,012	51.9	525	3,734	20.8	776
Lafayette	5,157	41.3	2,137	1,033	72.1	745	544	50.2	273	3,580	31.3	1,119
Lamar	2,857	40.4	1,155	....	....	....	1,274	39.7	505	1,583	41.1	650
Lauderdale	14,894	49.5	7,344	9,648	58.4	5,637	1,362	39.8	542	3,884	30.0	1,165
Lawrence	3,178	31.2	990	....	....	....	813	50.1	408	2,365	24.6	582
Leake	5,487	34.9	1,917	....	....	....	1,313	51.9	681	4,174	29.6	1,236
Lee	9,653	50.5	4,863	2,335	66.9	1,563	1,752	53.9	945	5,566	42.3	2,355
Leflore	13,979	36.8	5,128	4,169	61.9	2,582	1,480	49.6	734	8,330	21.8	1,812
Lincoln	6,559	42.8	2,799	1,751	63.5	1,113	812	36.1	293	3,996	34.9	1,393
Lowndes	8,991	41.2	3,699	3,894	55.8	2,174	1,016	54.8	557	4,081	23.7	968
Madison	8,861	30.8	2,719	1,771	50.2	889	1,086	65.8	714	6,004	18.6	1,116
Marion	5,622	38.3	2,153	1,637	53.5	876	690	43.5	300	3,295	29.7	977
Marshall	5,967	23.9	1,425	776	57.5	446	659	46.5	307	4,532	14.8	672
Monroe	8,988	42.5	3,823	2,426	61.6	1,494	844	52.7	445	5,718	32.9	1,884
Montgomery	3,776	42.4	1,604	783	61.7	483	553	56.2	311	2,440	33.2	810
Neshoba	6,303	39.3	2,481	1,022	56.1	573	472	51.6	244	4,809	34.6	1,664
Newton	5,528	39.6	2,188	....	....	....	1,629	59.3	966	3,899	31.3	1,222
Noxubee	6,010	18.9	1,125	....	....	....	1,272	45.3	576	4,738	11.6	549
Oktibbeha	5,090	38.1	1,944	1,371	60.0	822	476	64.5	307	3,243	25.1	815
Panola	8,250	36.3	2,990	....	....	....	2,090	61.4	1,284	6,160	27.7	1,706
Pearl River	4,644	52.1	2,420	1,399	61.1	854	1,679	43.7	733	1,566	53.2	833
Perry	2,067	37.3	770	....	....	....	908	43.1	391	1,159	32.7	379
Pike	8,651	50.8	4,373	2,791	73.3	2,046	2,572	48.2	1,241	3,288	33.0	1,086
Pontotoc	5,459	45.2	2,467	....	....	....	1,124	62.3	701	4,335	40.7	1,766
Prentiss	5,000	46.7	2,338	....	....	....	1,365	55.2	754	3,635	43.6	1,584
Quitman	6,887	40.2	2,759	....	....	....	1,261	58.4	736	5,626	36.0	2,023
Rankin	5,668	39.2	2,231	....	....	....	1,786	58.8	1,050	3,882	30.4	1,181
Scott	5,259	43.2	2,392	709	82.5	585	998	55.7	556	3,552	35.2	1,251
Sharkey	3,941	35.4	1,393	....	....	....	781	55.6	434	3,160	30.3	959
Simpson	4,975	43.5	2,164	....	....	....	1,399	54.9	768	3,576	39.0	1,396
Smith	4,235	41.4	1,765	....	....	....	705	63.7	449	3,530	37.3	1,316
Stone	1,500	44.0	660	....	....	....	899	44.5	400	601	43.2	260
Sunflower	14,889	32.5	4,825	1,093	59.5	650	1,993	62.9	1,254	11,803	24.7	2,921
Tallahatchie	8,598	32.6	2,815	....	....	....	1,749	55.8	976	6,849	26.9	1,839
Tate	4,687	35.0	1,631	....	....	....	907	63.5	576	3,780	27.9	1,055
Tippah	4,577	47.4	2,168	....	....	....	1,095	66.4	727	3,482	41.4	1,441
Tishomingo	3,978	47.6	1,891	....	....	....	1,152	59.8	689	2,826	42.5	1,202
Tunica	6,271	23.2	1,451	....	....	....	861	55.7	479	5,410	18.0	972
Union	5,417	49.9	2,701	1,089	69.7	759	645	47.1	304	3,683	44.5	1,638
Walthall	3,899	33.9	1,318	....	....	....	485	63.7	309	3,414	29.6	1,009
Warren	11,471	47.8	5,490	7,363	58.1	4,281	1,775	34.7	616	2,333	25.4	593
Washington	19,967	33.7	6,441	7,397	52.2	3,860	2,136	40.9	874	9,534	17.9	1,707
Wayne	3,709	31.2	1,154	....	....	....	1,323	35.5	469	2,377	28.8	685
Webster	3,320	45.0	1,494	....	....	....	842	54.6	459	2,478	41.8	1,035
Wilkinson	3,810	33.9	1,284	....	....	....	1,435	54.0	775	2,375	21.4	509
Winston	5,047	35.4	1,789	946	56.9	538	498	46.3	230	3,603	28.3	1,021
Yalobusha	4,505	40.3	1,814	998	62.7	626	402	59.5	239	3,105	30.6	949
Yazoo	9,872	29.9	2,950	2,060	36.4	1,161	1,229	42.8	526	6,583	19.2	1,263
State Total	534,956	39.9	213,312	120,360	61.5	74,048	95,920	50.9	48,834	318,676	28.4	90,430

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Jackson	16,423	73.4	12,047
Meridian	9,648	58.4	5,637

STATE RADIO CENSUS
With Date of Publication in BROADCASTING

New Hampshire, Vermont, Nevada—March 16
Wyoming—April 13
Montana, Idaho—May 12
Maine—May 25
Arizona, Delaware—June 2
North Dakota, Utah—June 8
New Mexico, Nebraska, Oklahoma—June 15

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

Where there's Smoke, there's ~~Fire~~ Payrolls!

● There is power in "The Valley" . . . power in the rushing waters controlled by more than one-half billion dollars worth of mighty dams. There is power in the scores of giant industrial plants in "The Valley". And there is power in the payrolls . . . purchase power generated to the hundreds of thousands of men and women at work in one of the nation's richest industrial areas.

F. C. SOWELL, MANAGER
J. T. WARD, OWNER

●

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

WLAC

NASHVILLE, TENN.

going soon to

50,000 WATTS

THE STATION OF THE GREAT TENNESSEE VALLEY

MUSIC WAS DEFINITELY in the air, as this quartet outlined plans for the 13 week summer musical show to replace the weekly NBC *Fibber McGee & Molly* program sponsored by S. C. Johnson & Son. Glancing over a music sheet are (l to r): William Connelly, advertising manager of S. C. Johnson & Son; John Louis, vice-president of Needham, Louis & Brorby, Chicago agency; Cecil Underwood, Hollywood agency producer and Meredith Willson, musical director to be featured. Summer replacement show starts June 30, Tues. 9:30-10 p.m.(EWT).

Emphasis on Broadcasting Is Prominent As AFA Convenes for Annual Session

REVERSING the usual convention emphasis, the 38th annual convention of the Advertising Federation of America, now in session at the Hotel Commodore, New York, and continuing through Wednesday, features discussions and questions from the floor as the most important part of the program, with speeches relegated to a secondary place.

Wartime Issues

In the convention announcement, AFA President James A. Welch states: "Everyone in any way connected with advertising is not only welcome, but urged to come—to discuss the crucial problems which the whole advertising industry must now solve." And Bruce Barton, chairman of the convention general program committee, expressed that committee's hope that "every man and woman can go home from the convention saying: 'I can now see the path ahead more clearly, I can plan better, and do better work'."

This "audience participation" theme permeates the entire convention program, even at the annual banquet on Monday evening when Miss Clare Booth, war correspondent for *Life*, will follow her talk on "How Near Is the Far East?" with a period of answering questions from the audience.

The Tuesday evening session is frankly a "roundtable dinner", at which the editorial board of *Newsweek* will answer the guests' questions on current events.

So too is the general luncheon session on Wednesday, when Lowell Thomas will act as quizmaster for a "stump the experts" program, firing questions from the floor at a panel including John P. Cunningham, vice-president, Newell-Emmett Co.; William H. Howard, executive vice-president, R. H. Macy & Co.; Thomas H. Young, advertising manager, United States Rubber Co., and James E. Weber, advertising director, Armour & Co.

Among the departmental sessions, those on direct mail advertising, house magazines, and public utility advertising have scheduled "Information Please" periods with people prominent in each field answering questions, and all departmentals allow time for general discussions following the speeches.

NAB Participation

The radio departmental, scheduled for Wednesday morning, will be conducted under the auspices of the NAB sales managers division, with Frank E. Pellegrin, director of the NAB's department of broadcast advertising, presiding. Speakers include Samuel R. Rosenbaum, president, WFIL, Philadelphia, on "Radio's Greatest Challenge;" Lt. Col. Edward M. Kirby, chief, radio branch, bureau of public relations, War Dept., on "Radio Goes to War", and John M. Outler Jr., commercial manager, WSB, Atlanta, and newly-appointed chairman of the NAB sales managers executive committee, on "Radio as an Advertising Medium in Wartime".

The NAB is maintaining an exhibit at the convention and Neville Miller, NAB president, is a member of the general program committee. Only broadcast scheduled from the sessions is the Monday luncheon keynote address of Bruce Barton, BBDO president, which will be broadcast by NBC, 1:30-2 p.m., and repeated for a CBS broadcast, 3:30-4 p.m.

Hayden Heads Guides

HARRY HAYDEN has been named general manager of Guide Magazines, a division of Triangle Publications. Guide Magazines include among others *Click*, *Screen Guide*, *Stardom* and *Movie Radio Guide*.

Industry Benefited By New York Laws

Legislative Analysis Shows Fate of Radio Measures

THAT in general, the radio industry benefited directly or indirectly from the action of the 1942 New York State Legislature and of the Governor, is indicated in a brief review of the outcome of various bills relating to radio.

While the Ehrlich bill, liberalizing restrictions on child actors and generally acceptable to broadcasters in its final form, was vetoed by the Governor, the Parsons-Stokes bill was enacted, continuing the New York State milk publicity campaign for another year. The accompanying appropriation of $300,000 will be used exclusively on radio by J. M. Mathes, New York, agency for the drive for the eighth consecutive year. Lost in committee was the Coughlin bill calling for restrictions on freedom of speech on the air.

Fee Bill Voted

The Governor vetoed a measure, opposed by the American Federation of Radio Artists, which would do away with the provision that theatrical employment agencies charge a gross fee of 5% of wages, and, according to AFRA, "would make the fixing of commissions a matter of collaboration between agents and a License Commissioner."

Sponsored by the Children's Aid Society of Buffalo, the Ehrlich Bill (Pr. S. 2245) was opposed by several branches of the Society for the Prevention of Cruelty to Children, as well as the Public Education Assn. and the Board of Education of New York City. It was vetoed. The measure sought to amend the penal and labor laws and to add a new section to the education law in regard to restrictions on the employment of children under 16 in radio, theatrical and other performances.

AFRA claims credit for the Governor's veto of the Condon-Ostertag bill (Pr. S. 2155) through a campaign, intensified after the measure passed both houses. Theatrical employment agencies are understood to have sponsored the measure, which substitutes for the 5% commission, a provision that agents adhere to a schedule of maximum fees, to be filed with and subject to the approval of a commissioner of licenses.

Senator Coughlin's Bill (S. Pr. 8384) declared it a misdemeanor to broadcast statements promoting hatred in regard to race or religion. Sponsored by a local branch of the American Legion, the measure is similar to one which became a New Jersey law in 1935 and which was declared unconstitutional by the highest court of that State in 1941.

Enacted was the Buckley bill permitting corporations engaged in or controlling radio communication or operating a broadcasting station under U. S. license to prohibit or restrict the transfer to or ownership and voting rights of capital stock by aliens. Another measure to become a law was the Mahoney-Dooling Bill, providing that total gross receipts, for purpose of taxing boxing and wrestling matches, include gross price for sale, lease or other exploitation of broadcasting, television and motion picture rights, without deductions for commissions, brokerage, distribution fees, advertising or other expenses.

BOUGHT, CANCELLED

Stanco Order, Abrogation Come at Same Time

STANCO Inc., New York, which every summer conducts a spot campaign for Flit insecticide, has cancelled the drive for this year reportedly because of the canning situation. Slated to start June 15, the campaign of five to six announcements weekly was to run 13 weeks on about 14 stations, which received notice of the new contract as well as the cancellation at the same time.

This unusual situation developed after the stations had been selected, but, under terms of the contract, the stations had to receive two weeks notice of the cancellation even though the drive had not yet begun. Agency is McCann-Erickson, New York.

Blue Adventure Serial Based on Latin Nations

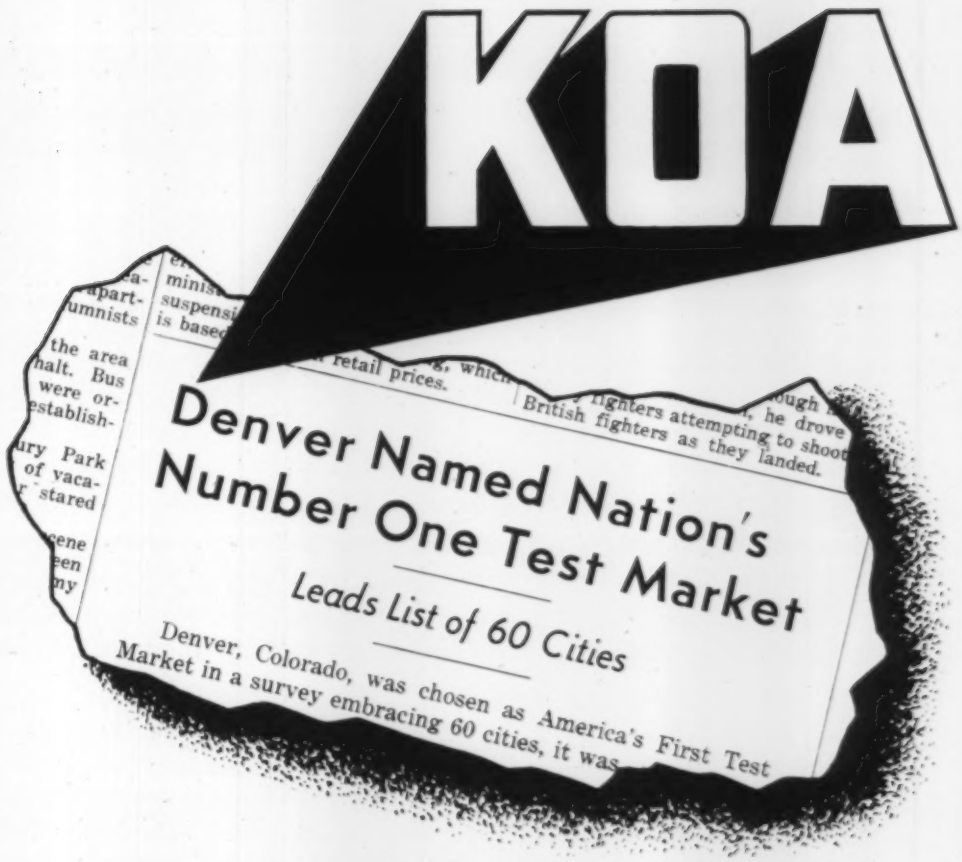
AN ADVENTURE serial designed to entertain children and at the same time provide them with educational information starts on the BLUE on a five-weekly basis June 29 5:15-5:30 p.m. Presented in cooperation with the Office of Coordinator of Inter-American Affairs, the serial centers around the adventures of "Capt. Silver" and three comrades on a sailing trip to South and Central American countries on the boat *The Sea Hound*, also title of the show.

Aiming to "create" in the minds of children, desirable attitudes toward our Latin American neighbors, the serial will weave in a variety of information on the history and customs of Latin American people, as well as plenty of excitement and thrills.

Spots for Movie

UNIVERSAL PICTURES, New York, is using spot announcements in major markets for a two-week period to promote its new release "Eagle Squadron", prior to the opening of the show in various cities, towards the end of June. Stations in Baltimore, Dayton, Harrisburg, San Francisco and Buffalo are being used, with a radio budget of from $500 to $1,000 for each city. Picture will probably be promoted in other markets in a similar manner at a later date. An inspirational foreword to the movie by Quentin Reynolds, correspondent for *Colliers'*, has been transcribed for additional radio promotion. J. Walter Thompson Co., New York, is agency.

BEST FOR TESTS!


KOA
Denver Named Nation's Number One Test Market
Leads List of 60 Cities
Denver, Colorado, was chosen as America's First Test Market in a survey embracing 60 cities, it was

IN EVALUATING the favorable factors of 60 cities for advertising "test" campaigns, an Eastern newspaper† recently named Denver "America's First Test Market."

KOA is *first in sales results* in this Number One test market. Dollar for dollar, KOA reaches *more people at less cost* than any other medium in the Rocky Mountain region.

If you're contemplating a test campaign in *any* market, it will pay you to *first* get the facts about Denver and KOA. Proof of KOA's power to sell goods is yours for the asking. Simply phone, write, or wire your nearest NBC Spot Sales Office, or write us direct.

† Name on request

50,000 WATTS
KOA
850 K.C. DENVER

From Every Vantage Point ...

KOA is FIRST in DENVER!

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Spot Broadcasting Remains at High Level

War Restrictions Fail to Deter Users Of Medium—Future Looks Good

(*Continued from page 9*)

to help take care of things which must last through the war.

Magazines are using spot radio to tell us about special features in their new issues; there is a large volume of advertising for bread and for breakfast cereals; cigarette advertising is continuing full force right through the summer.

Institutional advertising, generally thought of in terms of elaborate network programs, is beginning to make use of spot as well. Gasoline companies, notably Esso, have for months devoted much of their time on the air to plugging war bonds and stamps and to preaching conservation rather than maximum immediate consumption.

Allis-Chalmers Mfg. is currently sponsoring announcements on 40 stations for war bonds. General Motors is reported to be preparing a transcription campaign for use in cities where the company's factories are located, designed to boost morale among GM workers. Studebaker Corp. sponsors news on 76 stations.

Institutional Spots

Other manufacturing concerns have used spot radio for morale purposes by broadcasting the ceremonies accompanying the receipt of awards for exceptional service to our war effort. It is anticipated that institutional advertising will increase as more advertisers with nothing to sell to their normal consumers during the war realize the necessity of keeping their names alive if they hope to resume their former business when peace comes again. The tax situation will provide an added stimulus in keeping these out-of-the-market manufacturers advertising-minded it is believed.

All in all, then, the picture for spot radio is reasonably bright, despite the war and its multiple problems, brighter by far than the outlook of some other media. The reason for the preference for spot, stated by almost every person interviewed in this survey, is flexibility.

The advertiser using spot radio can pick his markets and his times; he can place his message for workers in war plants on the stations they listen too and at the times they listen, whether it be at 7 a.m., noon or midnight. Of equal importance in these times of rapid change, the advertiser on spot can place or change his copy on almost a moment's notice, with no copy deadlines three or six weeks in advance of publication to worry him.

The recent experience of Lysol in ordering spots in the Pennsylvania flood areas and getting the first ones on the air within less than two hours [BROADCASTING, June 1] is a perfect example of spot radio's ability to supply coverage where, when and as soon as needed.

Turning from the optimistic outlook of the spot side of radio, a thorough analysis of programs on the four major networks, although not gloomy, does not elicit as rosy a picture for this fall as that portrayed for spot business.

Network Prospects

The war has definitely affected the networks—each can report the loss of specific programs, cancelled because the advertiser involved either faces a priority problem or feels that further promotion of his particular product is unnecessary and even risky in view of the indefinite future.

Four programs have left CBS, for example, as a result of the present emergency. Campbell Soup has taken two of its programs off that network, decreasing its radio advertising until the canning situation for concentrated products is clarified.

Transportation difficulties have caused the cancellation of *Duffy's Tavern* on CBS, program promoting Sanka coffee for General Foods Corp. Similarly, United Fruit Co. has discontinued *The World Today* news program, which it sponsored for its bananas, a product facing shortage through lack of shipping facilities. Merchandising difficulties in the soap industry are said to be the reason for Procter & Gamble's cancellation of the *Ransom Sherman* show on CBS.

To offset these losses, CBS has gained new accounts, including the new General Motors institutional series; the *Burns & Allen* show formerly on NBC, to be replaced this summer with *Tommy Riggs & Betty Lou* for Swan soap; the *Camel Caravan* variety series for R. J. Reynolds Tobacco Co.; the Welch Grape Juice program, formerly on the BLUE, and the new Pillsbury Flour Mills series *Clara, Lu 'n Em*. Close to ten CBS programs, which normally take a summer hiatus, have their usual replacement shows.

Summer Replacements

Both NBC and the BLUE have reported usual cancellations as contracts reached their termination in June and July. Of these, some advertisers have already announced the dates this fall when their network shows will return to the air, while others have stated resumption in the fall is a moot point to be decided late in August when the entire war picture may be clearer.

Many of NBC's programs are taking their usual summer hiatus periods, and as in past years, shows like Bristol-Myer's *Time to Smile*, S. C. Johnson & Son's *Fibber McGee & Molly*, or the *Bob Hope Show* for Pepsodent, have already been replaced with summer programs.

A summer variety show is now being lined up by Arthur Kudner, New York, to fill in the Sunday 8-8:30 p.m. period on NBC, to be vacated for the summer by the Chase & Sanborn series, with Standard Brands continuing as sponsor for the baker's division of its Fleischmanns Yeast product.

Lever Bros. Co. has definitely signed to fill the Jack Benny time on NBC, Sundays 7-7:30 p.m., with a summer variety program starring Edna May Oliver. To start July 5, the show will promote Rinso, with Ruthrauff & Ryan, New York, in charge. In August, a BLUE network of 94 stations will carry a new show *Meet Your Navy*, to be sponsored by Hall Bros., Kansas City (greeting cards), from the Great Lakes Naval Station.

Still unsettled this month are such shows as that planned by the Assn. of American Railroads, institutional programs by Ford Motor Co. and RCA, and a new series, probably on CBS, to be sponsored by Colgate-Palmolive-Peet Co.

CHICAGO

DESPITE production difficulties and uncertain marketing conditions, a surprising number of Midwest advertisers are maintaining their spot advertising schedules throughout the summer and a large number of accounts are planning early fall campaigns. This has been corroborated by station executives and their representatives who have garnered a healthy backlog of contracts for the summer months.

Conservative sources estimate placement of national spot business out of Chicago from 5 to 12% above the similar period last year. Individual market conditions and local situations make it difficult to chart the over-all picture. However, a survey by the Chicago office of BROADCASTING reveals some interesting trends in spot placement.

Direct Mail Tipoff

Direct mail accounts, to a certain degree quantitative indicators of listenership which usually taper off during summer months, are in many cases showing surprising results despite the turn of warm weather. N. J. McMahon, president of United Adv. Co., Chicago, which handles some 21 direct mail accounts reports that the results from such accounts on stations within the pale of the gasoline rationing sector have considerably increased since the rationing went into effect. Although the Midwest is still free from gasoline rationing, many stations report a spirited direct mail business. On many Midwestern stations, mail account billings represent 15-20% of the gross revenues.

Olson Rug Co., Chicago, has just purchased periods on 12 stations selling rugs by direct mail. Mattresses are being sold on WLW, Cincinnati, and WOR, New York. Telescopes and fountain pens are being sold on WHN, New York.

On the other hand the direct sale of life insurance is considerably below last year. Some of the products currently sold by direct mail are jewelry, razor blades, weather indicators, life insurance, rugs, mattresses, telescopes, vitamins, photo enlargements, fountain pens and leg cream.

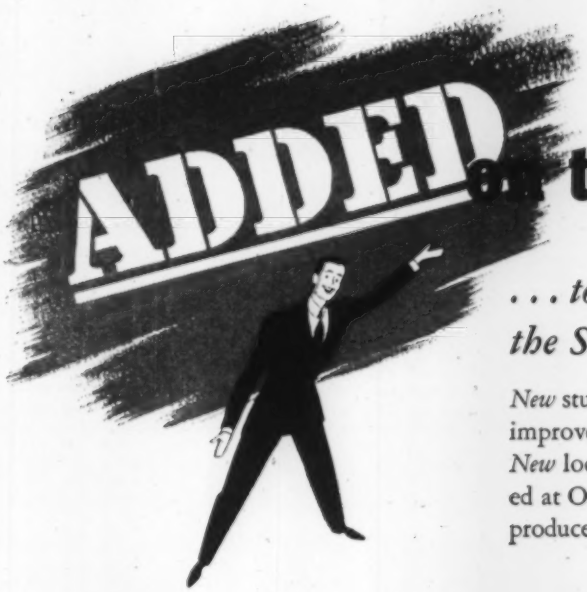
Federal Life Iusurance Co., Chicago, which has been licensed to do business in some 36 States, has just released a number of contracts through J. L. Stewart Co., Chicago. Sterling Insurance Co. which is tapering off for the summer, according to Louis Breskin, president, is planning the largest fall campaign in its history.

Bottle caps have not as yet affected brewery radio advertising. Peter Fox Brewing Co., Chicago, a heavy user of spot throughout the Midwest, reports it has developed machinery for used caps. Most of the breweries have been promoting the sale of their 32-ounce and half-gallon bottles and feel confident that they will be able to maintain production through distribution in these large containers. Midwestern brewers, in fact, are trying to effect an agreement whereby the small 12-ounce bottles will be entirely discontinued and large bottles promoted.

Heavy Industries

The recent placement of spot business by some of the heavy goods industries has been a heartening

COSMETIC HOSE are tested by a trio of secretaries of WHK-WCLE, Cleveland, in a demonstration of loyalty to a sponsor's product. The girls, (l to r) Doris Stanford, Pearl Stephan and Elma Kendall, applied the liquid "Victory Stockings" of Bonnie Bell Inc. with the aid of a cotton dauber.



ADDED to the new KGO

. . . to give you the best radio buy in the San Francisco-Oakland market

New studios in San Francisco's *new* Radio City! *New*, improved program structure! *New* promotion tie-ups! *New* local live-talent shows! *New* programing directed at Oakland market! Complete staff of writers and producers! All ADDED since January on the *new* KGO.

NEW STUDIOS IN "MILLION DOLLAR" RADIO CITY

Now, for the first time, thousands of San Francisco and Oakland people are seeing radio in the making. It's a great new audience builder and sales producer for KGO advertisers.

NEW, IMPROVED PROGRAM STRUCTURE

27 *new* news periods have been ADDED, including 4 news analysts. New, too, are 4 participation shows, 4 daytime dramatic strips, 5 new kids shows. All ADDED to make KGO a better buy.

EXCLUSIVE TIE-UP WITH GROCERS' ASSOCIATION

Posters featuring KGO programs are placed in 5,000 grocery outlets, representing nearly 70% of the grocery sales in KGO's signal area. Grocers' publication also features KGO shows.

5 NEW LOCALLY PRODUCED ½ HOUR SHOWS

With 5 *new* live-talent shows, KGO has ADDED more live-talent commercial shows than any other local station. This indicates the high regard of local advertisers for the *new* KGO!

AUDIENCE BUILDING PROMOTION IN OAKLAND TRADING AREA

Already regular broadcasts are being originated from Oakland. Always a favorite Oakland station, KGO's *new* programing gives its advertisers an ADDED lift in this big defense market.

The* new *KGO has fast become the best radio buy in the San Francisco-Oakland trading area. Now, the* new *KGO can offer you top availabilities in news strips, participation programs, locally produced shows and spot announcements. Let your Blue Spot Representative bring you up to date on KGO. Keep posted on the* new *KGO.

Northern California's Blue Network Station

The New KGO
SAN FRANCISCO · OAKLAND

Represented Nationally by Blue Spot Sales Offices

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · SAN FRANCISCO

810 KCYLS · 7500 WATTS

factor in the radio picture. Allis-Chalmers, General Motors and Studebaker are active.

While this billing represents a small percentage of the total business, it is, nevertheless, a welcome re-entry into radio by industries who have too long been absent from the radio picture.

Radio has not for the most part, however, secured any degree of test advertising introducing new food products, many of which are rapidly appearing on the market. At a recent grocers convention in Chicago the dry packs and dehydrated foods dominated the exhibits. The entire dog food industry has been converted to dry packaging, but the bulk of the business thus far has gone to newspapers and magazines. Wilson & Co., Chicago (Ideal); John Morrell & Co., Ottumwa, Ia. (Red Heart); Rival Packing Co., Chicago; Chapell Bros., Chicago (Ken-L-Ration), recently purchased by Quaker Oats Co., Chicago; and Kellogg Co., Battle Creek (Gro-Pup), are actively using newspapers.

Tale of Tenderoni

Probably the most phenomenal success story of the introduction of a new wartime product is Tenderoni, manufactured by Stokely Bros., who less than a year ago purchased a macaroni factory in Joliet, Ill. When the company was informed it could no longer pack pork and beans, its largest seller, it shifted the bulk of the advertising appropriation to the new Tenderoni, which was advertised on some 50 stations. Today the sales of Tenderoni are greater than previous sales of pork and beans.

Many midwestern food manufacturers are experimenting with various products. Quaker Oats has been preparing a dehydrated soup originally scheduled for introduction about three months ago. General Mills is marketing a dehydrated soup called Betty Crocker's noodle soup. The field of dehydrated foods which will increase as the war progresses, should offer radio a tremendous oportunity for increased revenue.

The retail price ceilings, by and large, have not affected radio advertising. However two accounts, both placed out of New York, reacted immediately. Sweetheart Soap, manufactured by Manhattan Soap Co., New York, and Swan, manufactured by Lever Bros. Co., Cambridge, were temporarily withdrawn because the price ceilings established on the basis of March prices created chaotic marketing conditions in certain areas.

Soap spot schedules, nevertheless, despite the unsettled conditions in certain markets and primarily because of the competitive nature of the business, have been maintained for the most part. Procter & Gamble Co., Cincinnati, has recently released contracts for night-time chain break announcements for Oxydol to run through the summer.

Farm Prosperity

The outlook on the farm market which has a definite bearing on radio advertising is rosy indeed. The per capita income of the farmer has tremendously increased with the absence of price ceilings for which he sells his products although ceilings have been placed on the merchandise which he buys.

Large oil companies have been very carefully surveying the farm market with intentions of intensifying their sales efforts and advertising in rural areas. Farm products, such as feed companies, live stock remedies, etc., traditionally withdrawn for the summer months in many instances are going through the warm weather without a break.

One of the feed companies which is making a concerted summer drive is G. E. Conkey Co., Cleveland. A number of the poultry and livestock remedy manufacturers are planning fall schedules to start as early as August this year.

A composite summation of the Midwestern radio picture might run something like this: "Business is good. National spot billings out of Chicago are up 5-12%, some cases more. Local business on most stations is below what it was last year due possibly to the fact that retail index is 16% below last year. We have not too carefully analyzed the reasons for the spot activity because of the many factors involved, but like everyone else, we've got our fingers crossed in the hopes that the situation remains unchanged."

SIGNING THE CONTRACT for the first women's program to be used in a campaign for "Press On" Mending Tape [BROADCASTING, June 15], Charles Emmey, president of Chemical Treating & Equipment Co., New York, a newcomer to radio, signs on the dotted line for participations on *Pegeen Prefers* on WOR, New York. Looking over his shoulder is Pegeen Fitzgerald, who presents consumer information on the thrice-weekly quarter-hour show. Standing (l to r) are: Herman Maxwell, of the WOR sales division, and Simon Goldsmith, radio director, Reiss Adv., New York, agency for the account. Seated are: Max Katzenstein, vice-president, and Arthur Anson, advertising manager of Chemical Co. Two other sponsors for the show are: Associated Labs., New York (Vitamin Quota) and Davison Bros., New York (Mary Barron Slips).

H. V. on Sports

H. V. KALTENBORN, NBC commentator, will give listeners lighter fare than usual July 13. He fills in for Bill Stern, NBC sportscaster, in a one-time shot on *Sportsreel of the Air* on that day, while Stern is on vacation. Another NBC commentator to take on unaccustomed duties because of summer vacation plans is John W. Vandercook, who will replace Kaltenborn as newsreel commentator while the latter is on vacation.

DETROIT

SPOT broadcasting prospects for the summer, as gleaned from time-buyers, stations, representatives and clients in this area, are somewhat better than expected, and perhaps will turn out slightly better than last year's aggregate volume. But inside of that overall anticipation are several variations in individual classifications.

Retail advertising appears to be slated for definite lowering. This is seasonally inspired and also grows out of the present uncertain feeling among retailers faced with the effects of price fixing and shortening of many merchandise lines. On the other hand, somewhat of a pick-up seems to be developing in national spot placement emanating from this area, after six months of comparative quiet.

The impact of increases in spot business was characterized by one station sales executive as being sufficient to bring overall national business above 1941 comparative levels this summer.

New Advertisers

A representative pointed out that a fairly interesting proportion of national spot business is growing out of test campaigns planned by new advertisers, some of whom have not been on the air in many years, and others who have been strangers to the microphones for several seasons.

It was also noted that manufacturers, coming out of shells which were created by the uncertainties of the start to active war more than six months ago, are evidencing interest in developing some new cooperative campaigns with retailers on their products. But the life expectancy of such campaigns was expected to be materially shortened by the forthcoming curtain on consumer goods manufacture in many categories, although no definite indications have yet been sighted.

As an outcome of this uncertain feeling, incidentally, one radio man said that spot broadcasting appeared to be moving into more of an institutional phase than ever before. The institutional motive, he declared, is becoming increasingly apparent alongside the more orthodox spot approach of direct sales.

Auto Activity

Insofar as Detroit's one-time principal subject of advertising activity — automobiles — is concerned, the outlook is still vague. General Motors has taken on a chain show, and Ford is reported to be considering some radio activity. Studebaker continues its spot newscasts and musical programs over various stations.

Major Bowes goes on for Chrysler. But aside from those instances, little activity, radiowise or otherwise, is manifested or indicated in the agencies.

Station men in this area, saying their situation parallels that of stations at other points, declare they are able to clear time fairly satisfactorily for new inquiries from their representatives or from agencies. The indication is that the lightening of retail commitments makes available a fair number of choice spots. This declaration is borne out by representatives who say they are urging advertisers to take advantage of the present situation by signing up for substantial terms in the time blocks now available.

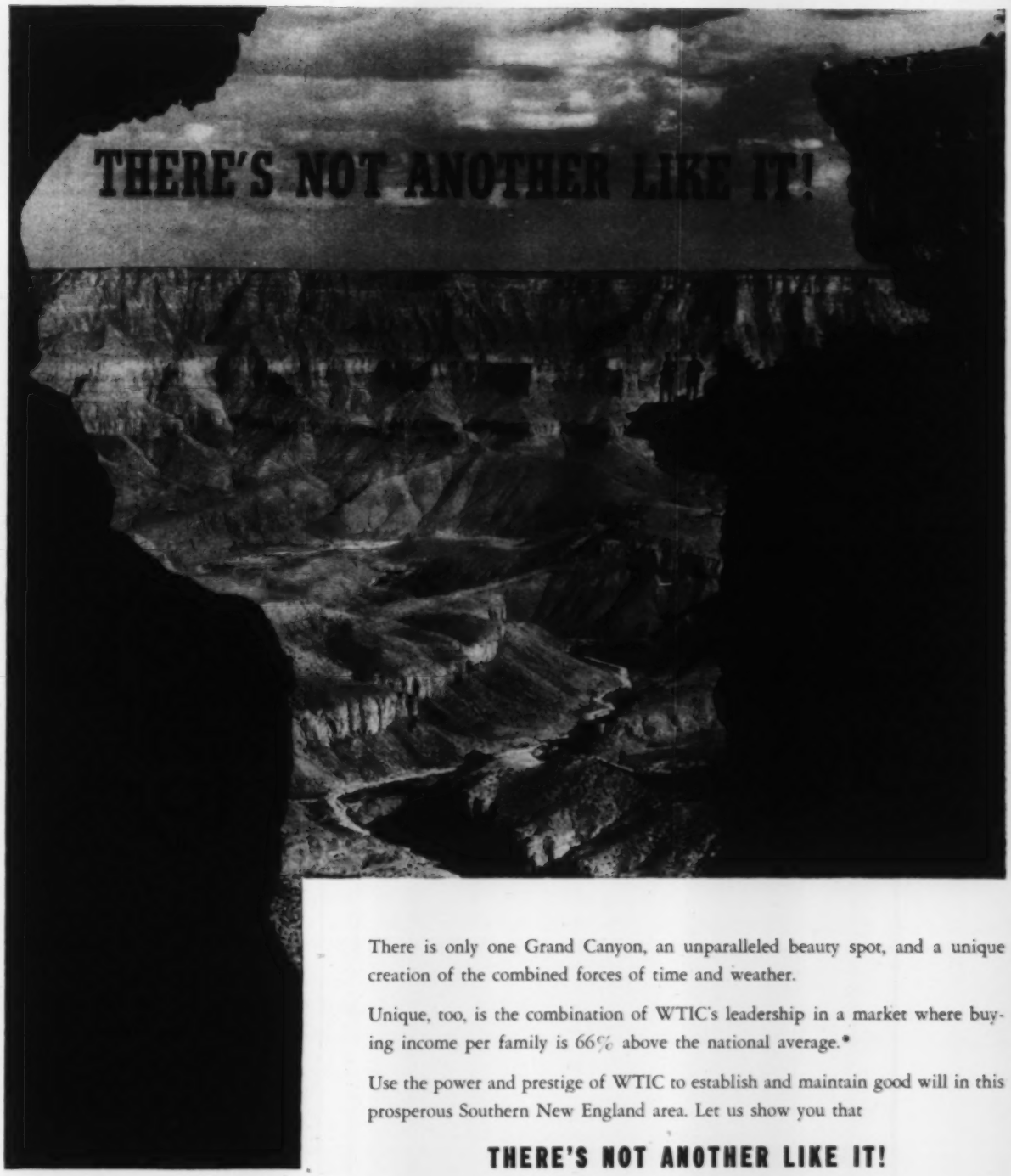
PHILADELPHIA

PREDICTIONS by Philadelphia stations and advertising agencies on the outlook for spot business this summer vary from buoyant optimism to extreme caution. The big increase in purchasing power is given by some as reason enough for an optimistic outlook. Others point out that while certain advertisers are curtailing activities because of conversion to the war industry and priorities, this is being offset by larger expenditures by others and new and seasonal advertisers.

Moreover, the hope is expressed that smart advertisers will profit by the experience of the first war, when accounts which either quit advertising or cut their appropriations to the bone, lost their leadership in the field after the war.

Those expressing extreme caution point out that spot radio business will be no better or worse than

(Continued on page 28)



There is only one Grand Canyon, an unparalleled beauty spot, and a unique creation of the combined forces of time and weather.

Unique, too, is the combination of WTIC's leadership in a market where buying income per family is 66% above the national average.*

Use the power and prestige of WTIC to establish and maintain good will in this prosperous Southern New England area. Let us show you that

THERE'S NOT ANOTHER LIKE IT!

* Sales Management, April 10, 1942

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

Here today . . .

. . . where tomorrow?

PRESENTING A NEW PLAN TO PROTECT TOMORROW'S BUSINESS TODAY!

Where tomorrow—who knows? Yet it takes no crystal ball for you to realize that your business of tomorrow rests upon what you do today. Likewise it is clear to us that any advertising medium which wishes to be of real assistance must recognize that the problems of its clients, present and potential, are more varied than ever in this wartime economy.

To advertisers who still have sales as their immediate objective, the Blue continues to offer nationwide coverage of all income groups at the *lowest cost per family reached* of any medium entering the home. But there is an ever-growing list of firms who have been completely removed from the competitive sales picture.

Their problem today is to protect the markets so dearly won and the brand names so patiently registered on the public mind. Radio is the most economical means to "keep 'em remembering," but even radio can seem expensive when no immediate returns can be expected.

The Blue Network has taken the lead in recognizing the need for special consideration for such advertisers. Likewise the Blue has introduced a practical plan to meet the problem.

The plan is called "TEAMED SPONSORSHIP." Through it advertisers who qualify may obtain a 52-week "keep 'em remembering" schedule at the rate formerly paid for 13 weeks of competitive selling. It preserves the principle of the 13-week cycle which has been such a vital factor in the success of radio advertisers, while the "teaming" feature extends the effective life of a 13-week contract over a 52-week period.

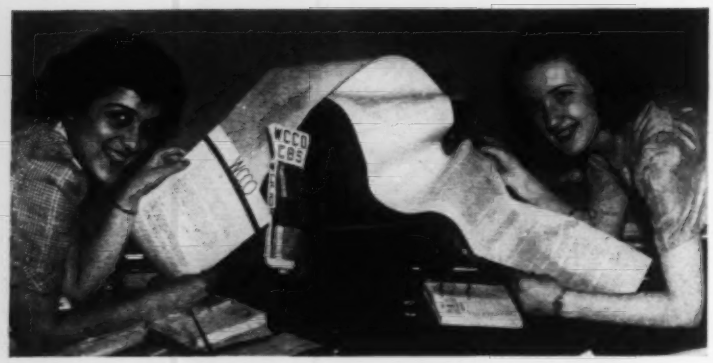
"Teamed sponsorship" is the first basic "market insurance" plan especially suited to the needs of advertisers whose consumer sales have been stopped by the war. It could only have come from the Blue —a company young enough to be free from convention, yet old enough in the ways of radio to realize that unusual situations call for unusual remedies. If your Blue representative hasn't already called on you and you want full details about this unique plan, just ring us on the phone and we'll be right over.

Whether you're still selling competitively or just want to "keep 'em remembering," you'll find *it's easy to do business with the Blue!*

Blue Network Co., A Radio Corporation of America Service

the **blue** network

XUM



MAIL INTEREST being shown by Leila Gillis (left) and Betty Davidson, of the publicity department of WCCO, Minneapolis, Minn., in the six-foot-long letter which goes to WCCO boys in the service. The first in the series was sent last week with contributions from members of the staff being mimeographed and pasted end-to-end, producing the mammoth letter which was mailed to staff members in the armed forces.

Spot Survey

(*Continued from page 24*)

for other aspects of private enterprise. The consensus of the local market is that spot business will easily hold its own during the summer, but many feel that a slump in spots in possible after the summer season is over.

At the present time, agencies and advertisers seem to be following a middle-of-the-road policy. While virtually every account has been hit by priorities in one way or another, a serious attempt is being made to keep advancing in face of these obstacles, at the same time keeping a weather-eye on the many changing conditions.

Despite production and distribution problems faced by every enterprise, the fact remains that there is still more money in the hands of those willing to spend it, despite increasing taxes and defense bond purchases. And for those who are in any way able to supply a measure of the demands, consumer purchasing continues at high levels.

At the moment, spot business at the radio stations has been on the decline, with station estimates ranging as high as 25%. However, such large decreases at the moment are explained by the curtailment of such national spot advertisers as Lydia Pinkham and the fact that with many network shows going off for the summer, some spot announcement campaigns preceding and following such shows have been cancelled.

Store's Spot Contract

An auspicious omen is the fact that accounts sponsoring regular period broadcasts are turning their curtailed appropriations to spot advertising in an effort to maintain liaison with their markets for the duration. Bailey's Furniture Store dropped its half-hour and hourly programs, scheduling a campaign for 3,120 spot announcements on WIP alone for 52 weeks, started June 15. That averages 10 spots each week-day.

While there is little long-range spot planning, it is hopefully pointed out that many enterprises are turning their attention to the development of alternatives for materials now denied mass markets. Thus it is felt many national spot advertisers will be able to carry on their usual campaigns, even if on a curtailed basis.

Still another factor that brightens the summer outlook is the amusement field. Gasoline and tire rationing, and the curtailment of one-day excursions by the railroads to nearby seashore resorts, are forcing the populace to seek amusement and relaxation closer to home. Amusement parks, swimming pools, boat rides, night clubs, etc., heretofore only casual spot advertisers, are expected to turn to radio in increasing numbers. Already, the Wilson Line, operating a *Showboat* cruise here, has added radio to its regular newspaper advertising.

In all, the summer outlook shows no cause for any real alarm. True, no high peaks may be reached in the profit columns, but there will be a continuation of activity. But the fall and winter are unpredictable at the moment.

LOS ANGELES

DESPITE the war, which has tempered optimistic predictions with "ifs and buts," West Coast broadcasters, station representatives and agency account executives are of the firm opinion that spot broadcasting for the summer will more than hold its own.

This encouraging assumption is based on actual business already on hand and from knowledge of campaigns in the making. No phenomena are anticipated. Major stations hold to the opinion that West Coast local retail advertising will bog down, with the lift which lends to optimism coming from national and regional spot business. Highly active accounts, they point out, are foods and beverages, soaps and cleaners, cosmetics and toilet goods, and tobacco products. Insurance and trade schools are also on the list as heavy spot users.

A great deal of the station business on hand consists of renewals, which will take sponsors through fall. Some advertisers are new to radio. Others are seasonal, utilizing both regional network and spot.

The general inclination at the moment tends to the shorter view into the future, rather than the long-range sight. Danger to a far-reaching optimism lies in the vagaries of war. Priorities, plus rationing, plus difficulty in distribution, along with the major problems that may yet be confronted by the manufacturer, make a definite opinion difficult. Advertisers, it was pointed out, must in general reclassify their budgets from the standpoint of wartime economy—reallocating funds to their greatest advantage.

Although there was a general tightening of business at outbreak of the war, with a few cancellations in the Pacific Coast area, there were no major casualties. Advertisers for the most part continued their West Coast radio campaigns. The fear of widespread schedule yanking because of radio silences or blackouts failed to materialize. Radio advertising on the West Coast continued to climb with the first six months of 1942 predicted to make an all-time high when the books are finally checked.

There have been some cancellation because of wartime restrictions and priorities, but this has been made up by new business, station executives say. In some instances old accounts have been revived. With the West Coast a major production center in the war defense activities, local payrolls are higher than ever before, and they continue to mount. Because of this greater buying power, particularly in the Southern California region, agency timebuyers and account executives emphatically declare there will be no trimming of advertising budgets—"unless."

To the contrary, they opine that advertisers will increase appropriations with added short-term campaigns, utilizing spot radio. An excellent example of this is California Fruit Growers Exchange, Los Angeles (Sunkist oranges, lemons). Dispensing with a summer layoff, the cooperative organization is continuing its thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood* on 40 CBS stations, Monday, Wednesday, Friday, 6:15-6:30 p.m. (EWT), and on June 1 also started a short-term campaign for its Valencia oranges, using daily transcriped announcements on more than a score stations in the Southern States. Along with this campaign, starting June 25 day and night transcribed announcements will be used on more than two score stations in the interest of lemonade. Agency is Lord & Thomas, Los Angeles.

There has been a sudden splurge of wine advertising on the West Coast, with various brands being advertised. Beer accounts, too, have become heavy users of radio time within the past few months, with several going in for extensive schedules.

Fruit Industries Ltd., Los Angeles (F I Brand California wines), in addition to using 66 spot announcements per week on KMPC, Beverly Hills, Cal., on June 1 started for 8 weeks sponsoring the five-weekly quarter-hour program *Jack Stafford's Sportscast* on that station. Following a brief layoff, the series resumes in early fall. Firm, starting June 22 will also use 102 spot announcements weekly on WEMP, Milwaukee, and on July 6 inaugurates a schedule of 66 per week on KYA, San Francisco. Contracts are for eight weeks. Placement is through Brisacher, Davis & Staff, Los Angeles.

Italian Swiss Colony, San Francisco (wines), through Leon Livingston Adv., that city, currently sponsors a transcribed version of Fulton Lewis jr. on three Don Lee California stations (KHJ KFRC KGB), Tuesday, Thursday, 9:30-9:45 p.m. (PWT). Gallo Wine Co., Modesto, Cal., sponsors a nightly one-hour live and transcribed newscast *Continuous Newsreel* on KHJ, Hollywood. Agency is Raymond R. Morgan Co., Hollywood. Central Winery Inc., Fresno, Cal., in early June announced an extensive three-month campaign, using radio exclusively. Agency is Weiss & Geller, New York and Chicago.

Other Accounts

Raineer Brewing Co., San Francisco, in addition to using spot announcements six times per week on 18 western stations, currently sponsors the Saturday and Sunday Pacific Coast Baseball League games on KYA, that city. Firm also sponsors a thrice-weekly 10-minute newscast on KFEL, Denver. Agency is Buchanan & Co., Los Angeles.

Acme Brewing Co., San Francisco (Acme Beer), is sponsoring twice-weekly quarter-hour participation in *Jack Kirkwood's Breakfast Club* on 15 Mutual-Don Lee California stations. Firm in addition utilizes a six-weekly five-minute newscast on KNX, Hollywood, with twice-daily participation, five days per week in Hal Berger's recreation of major league baseball games on KMPC, Beverly Hills. Contracts are for nine weeks, having started June 1. Acme also uses five participations weekly in *Emily Barton's Victory Food Reporter* on KFRC, San Francisco. Agency is Brisacher, Davis & Staff, San Francisco and Los Angeles.

Los Angeles Brewing Co., Los Angeles (Eastside Beer), is sponsoring a one-hour recorded musical program six times per week on KFWB, Hollywood, and also conducts the nightly quarter hour *Eastside Merry-go-round* on KTMS, Santa Barbara, in addition to utilizing spots on other Southern California area stations.

Placement is through Lockwood-Shackelford Adv. Agency, Los Angeles.

General Brewing Co., San Francisco (Lucky Tiger beer), sponsors a six-weekly two-hour recorded program on KYA, that city, and on KFAC, Los Angeles. Agency is McCann-Erickson, San Francisco.

Advertisers who formerly concentrated their budgets in newspapers

STANDOUT
HEALTH SERVICE
KLZ
KLZ
• Today, more than ever before, the emphasis which KLZ places on health education programs is of vital interest and important to the Denver area. KLZ's "Early Risers' Club," the only regular health activities program broadcast in this area, has been a daily early morning feature since 1935. KLZ's broad service to the public touches every human interest and need, one of many reasons why KLZ holds the esteem and attention of the Rocky Mountain region.
KLZ Denver
5,000 WATTS—560 Kc.
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

Personalities that sell

What Everyone in Radio Likes

Everyone likes Renewals. So everyone seems to be happy about sponsorship of Wayne Ackley and the News over KSO. Everyone including:

Time-salesmen who feel such accounts are due for a long run.

Advertisers who renew year after year, like Central National Bank (second year), Socony-Vacuum (second year), Flynn Dairy (third year) and Sears, Roebuck (eighth year).

Advertisers who are surprised at sales-response, like W. H. Bishop of Food Products Co. who reported: "Wayne Ackley and the News have produced more traceable results than any other advertising we have used in ten years."

To more than a million listeners in Des Moines and Central Iowa, Wayne Ackley has become a familiar and welcome personality—one of the many personalities that enable KSO and KRNT to out-perform so many other good stations. (Ask Katz for the complete story.)

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register and Tribune

and other media are definitely expressing interest in radio, according to Los Angeles and Hollywood agency executives. One major mail order merchandising concern, with more than a score of stores on the West Coast has cut its Southern California newspaper appropriation by a reported 50% and will devote that extra money to quick turn-over radio campaigns, it was said.

With a curb put on motoring because of the tire situation, dimouts and other Army restrictions due to wartime conditions, and prospects of gasoline rationing on the West Coast, radio listening has taken an upward swing of from 35 to 50%, according to a recent survey. Although news is predominant, interest is in all types of programs and it is the consensus that this trend will continue throughout duration of the war. Sponsors are turning more and more to newscasts to sell their products. It was pointed out by agency executives that news and commentary programs are at a premium, as are the spots preceding and following same.

General Mills, Minneapolis (Sperry flour), on a 52-week contract which started June 1 is sponsoring a five-weekly quarter-hour newscast, *Sperry News* by Sam Hayes, on 6 CBS Pacific Coast stations, Monday through Friday, 1:15-1:30 p.m. (PWT). Firm, in the interest of Wheaties, continues to sponsor *Breakfast News* by Sam Hayes on 6 NBC West Coast stations, Monday through Saturday, 7:45-8 a.m. Agency is Westco Adv. Co., San Francisco.

Seaside Oil Co., Santa Barbara, Cal., on a 52-week contract which started May 18 is currently sponsoring *Seaside News* on 8 California BLUE stations. Mon., Wed., Fri., 5:30-5:45 p.m. (PWT), with repeat on 4 Arizona stations, 5:30-5:45 p.m. (MWT). Agency: McCarty Co., Los Angeles.

American Chicle Co., Long Island City (chewing gum), on June 24 renews for 13 weeks, *By the Way* on 19 NBC Pacific Coast and Mountain stations, Wed., Thurs., Fri., Sat., 5:45-6 p.m. (PWT). Placement is through Badger & Browning & Hersey, New York.

More News Contracts

Planters Nut & Chocolate Co., San Francisco, sponsors *William Winter, News Analyst*, on 6 CBS West Coast stations, Monday through Friday, 2:30-2:45 p.m. Contract is for 52 weeks, having started May 4. In addition the firm, on July 7 starts for 52 weeks *Harry W. Flannery, News Analyst*, on 6 CBS West Coast stations, Tuesday, Thursday, Saturday, 5:30-5:45 p.m. (PWT). Raymond R. Morgan Co., Hollywood, has the account.

Golden State Milk Products Co., San Francisco (Golden V milk), placing through Ruthrauff & Ryan, that city, on June 14 started for 7 weeks sponsoring *William Winter* on 4 CBS California stations, Sunday, 5:30-5:45 p.m.

It was pointed out that manufacturers are revising their entire advertising approach. Some are using mailing pieces, with radio as the contact. Others with packaging problems because of priorities are directing their advertising efforts to other products, changing methods of merchandising.

SAN FRANCISCO

DESPITE the prospect of further rationing, priorities, Army contracts for the entire output of commodities of some manufacturers and commercial time lost due to radio alerts and blackouts—the broadcasting business of the San Francisco Bay area holds every promise of equalling that of last summer.

Here are the factors that lend to that prediction as set forth by agency timebuyers, station reps, managers and sales directors of the stations in this area:

1—San Francisco bay area is one of the key national defense production centers of the West. Approximately 200,000 workers are employed in the industrial war plants. The payroll in this classification was up 126% over a year ago. Some of this is due, of course, to a greater number of employes.

More to Spend

2—There is a 70% increase in employment in these industrial war plants over last year.

3—With this high employment ratio and the subsequent income increase, the average person has more money to spend and is spending it.

4—Due to this increased buying power of the public, new types of advertisers are turning to radio, such as the amusement and entertainment field — theatres, hotels, night clubs; and so are luxury dealers, banks and finance companies. The increase in these categories is making up in part for the other types of accounts lost due to rationing or other uncertainties.

5—Several national network advertisers, who have cancelled that type of broadcasting, have gone into heavy spot campaigns in a dozen or so sections of the country where employment of wartime industry is heaviest. The San Francisco area is one of these. Chesterfields, Quaker Oats and Pall Mall cigarettes are such examples. Each is currently using a heavy spot campaign on a number of stations in this region. It is probable that others in this category will follow suit.

6—California this year will have a major State election, which will include a hot gubernatorial contest. A heavy radio schedule is anticipated and will start during the latter summer months, for the fall primary election. Practically all California stations will benefit from this additional revenue.

All in all, the majority of those interviewed were of the opinion that the buyers of national, regional and local spot time, will "let go with a blast" this summer.

Some daily household commodities such as bread and milk have pinched their radio advertising budgets due principally to the conservation program, which cuts for home deliveries every other day. However, one of the largest bakery advertisers in the West, Langendorf-United Bakeries, is maintaining a normal radio schedule. Golden State Milk Co., using spot radio throughout the state, will use considerably more radio this summer than in the past. Both accounts are placed through the San Francisco office of Ruthrauff & Ryan.

The Prune & Apricot Growers Assn., San Jose, marketers of the fruits from the famous Santa Clara Valley region of California, according to present plans, will hold their normal radio advertising during the summer and fall. Lee Adv. Service, San Jose, has the account.

The Washington State Apple Adv. Commission, Wenatchee, heavy user of spot radio throughout the nation, plans to continue the medium full blast during the coming season, according to the agency, J. Walter Thompson, San Francisco.

Some Optimism

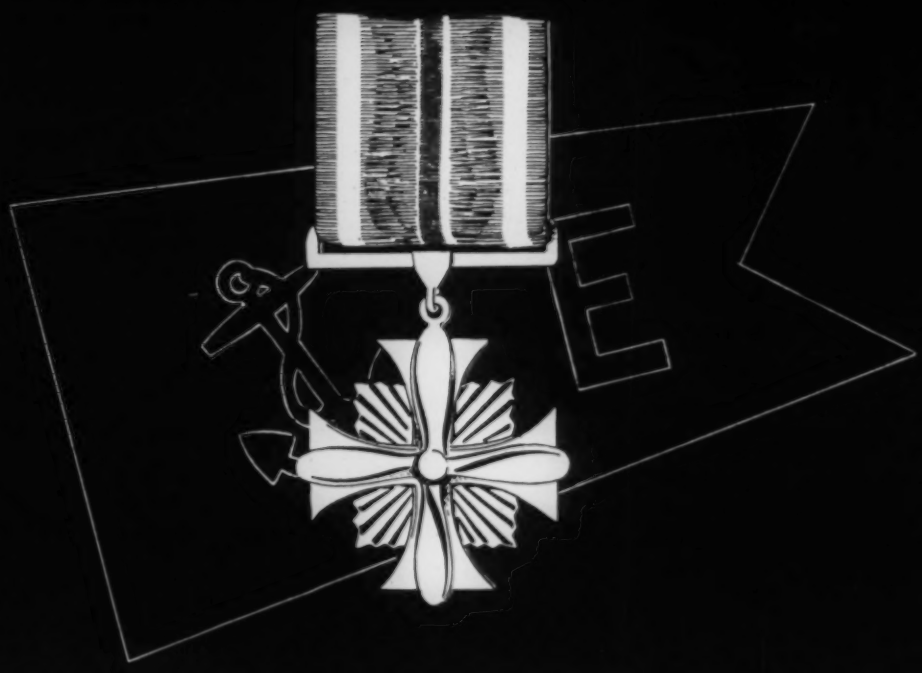
Some timebuyers were optimistic enough to foresee an even greater radio volume than last year. Among these was Walter Guild, radio director of Sidney Garfinkel Agency. All that agency's clients are continuing on the air—national, regional and local accounts—and the prospects for the summer look better than in the past as far as this agency is concerned. He attributed his forecast to the increased buying power of the public, to increased listening since the war and the fact that the advertisers are kept satisfied.

Others interviewed were not quite as optimistic. The consensus was that in an emergency, business trends are unpredictable. Although from the present sitting, things may look normal for the future some unforeseen event could throw the whole business picture off base.

All were agreed, however, that if such an unpredictable event did not occur, summer radio business will be healthy and normal.

[*Canada Survey on page 38*]

WING
The Station of Friendly Personalities
WING
The Station of Listener Loyalty
WING
The Dayton Station
WING
5000 Watts Day & Night
Blue & NBC Nets
Call WEED & Co.



These days add new meaning to the word "hero".

True, he will always be the pilot who goes through hell to blast a Jap carrier into oblivion. And the private who never leaves his post.

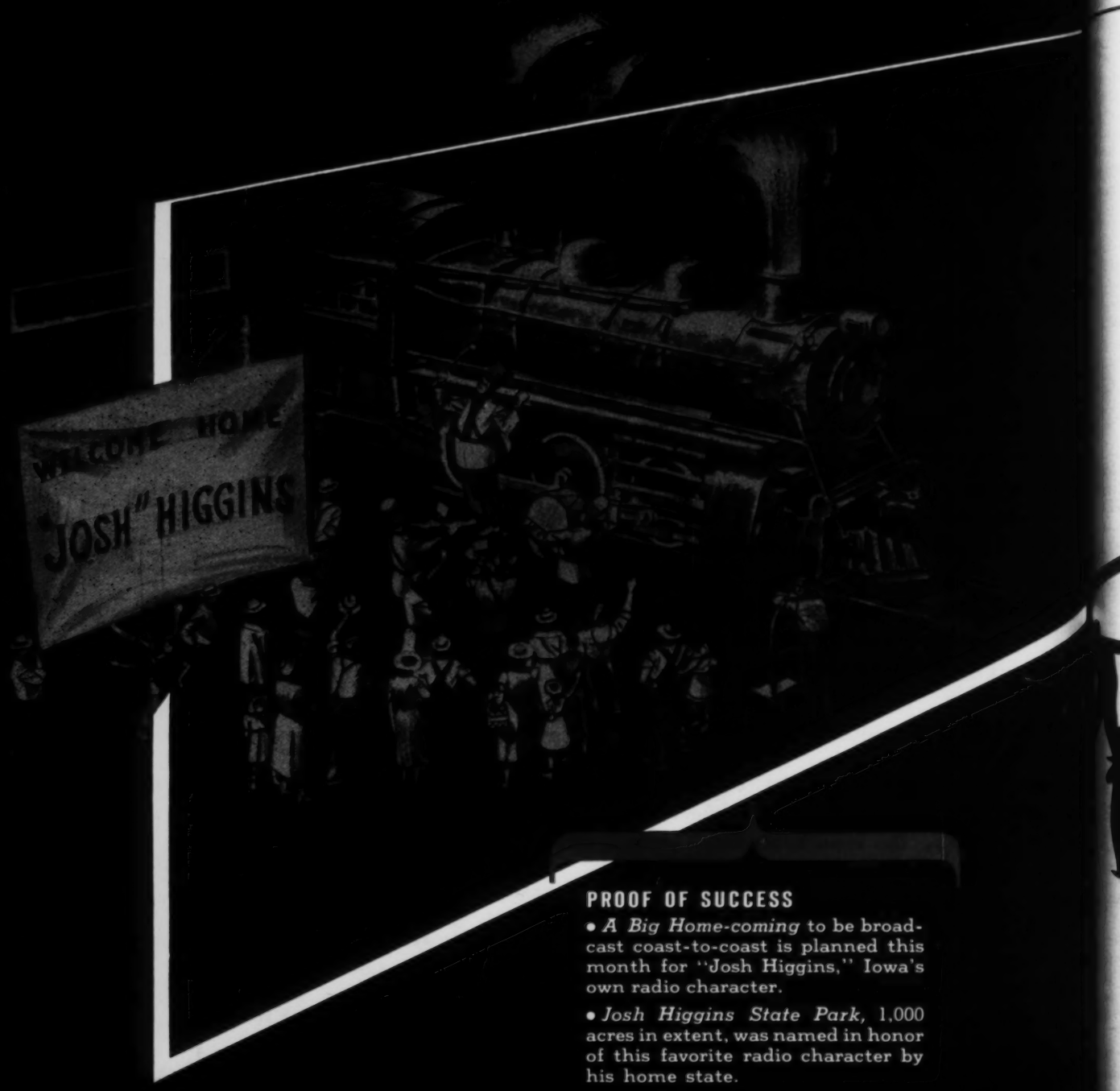
But he is also the riveter in the shipyard, the inspector in the arsenal, the designer in the tank factory. He is the warden on his beat and the man behind the plow.

He is everyone who does his wartime job . . . and does it well.

Radio is a big force in this new distinction. It helps inspire the thought that in this war we all fight. Not one of us is idle.

Radio does this job well. It is a leader on the road to VICTORY.

A famous Character.



PROOF OF SUCCESS

- *A Big Home-coming* to be broadcast coast-to-coast is planned this month for "Josh Higgins," Iowa's own radio character.
- *Josh Higgins State Park,* 1,000 acres in extent, was named in honor of this favorite radio character by his home state.
- *Josh Higgins Day* has become an annual network feature and carnival, held in the park bearing his name.

. . A famous Transmitter

Proof of success for the Westinghouse 50 HG Transmitter is in the key stations which it now serves: WBAL, Baltimore; WKBW, Buffalo; WPTF, Raleigh; WBZ, Boston; KDKA, Pittsburgh; WBBM, Chicago; KXEL, Waterloo.

TWO PROVED SUCCESSES "TEAM UP" AS KXEL GOES ON THE AIR

BACK IN 1927 a lovable radio character was created—"Josh Higgins of Finchville." He was the brain child of Joe Du Mond, a one-time Iowa farm boy, then manager of a small radio station.

Josh Higgins was a realistic character. Folks liked him, and he soon became a living part of Iowa. Later, on joining a network, Josh grew into a nationwide family favorite.

This month, the original dream of Josh's creator comes true. The Josh Higgins Broadcasting Company, headed by Du Mond, begins operation of Iowa's powerful, new, clear-channel station KXEL—with studios in Waterloo, Cedar Falls, and Josh Higgins State Park.

FIVE YEARS BEFORE Josh Higgins was born—back in 1922—Westinghouse pioneered in commercial radio station operation. Out of these years of experience came the development of the 50 HG Transmitter, the transmitter selected by KXEL.

Its proved success in key stations across the nation, is based on these outstanding advantages: Low power consumption; air-cooled tubes throughout; fuseless operation; surge-proof metal rectifiers; matched cubicle design.

Today, with radio stations facing the exacting requirements and responsibilities of wartime operation, here's a tip. *Keep an eye on those stations* equipped with Westinghouse Transmitters.

J-08045

Westinghouse

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War News Medium

BROADCASTERS long have had the impression that the public was more receptive to and had more confidence in news broadcast than that published in newspapers. But the industry has tended to its knitting and has not agitated the issue, despite innuendos and criticisms by certain minority segments of the press.

Now we have it from a Government agency —the Bureau of Intelligence of the Office of Facts & Figures. "A majority of Americans have come to rely upon the radio, rather than upon newspapers, as the primary source of their news about the war," says a current OFF survey, prepared for Government consumption.

The revealing and highly significant study, abstracted in this issue, on its face was not made with preconceived notions about radio or newspapers. It appears to be the result of an unbiased study, following recognized survey methods. It is significant, perhaps, that Elmo Roper, noted marketing consultant and researcher, who has just been elected president of the Market Research Council, is a consultant to the OFF and a deputy director of the former Office of the Coordinator of Information.

A national sample was asked by the Bureau of Intelligence of OFF whether they had more confidence in war news on the radio or in the newspapers. Radio was first with 46%; newspapers were selected by 18%. There remains 36% unaccounted for—probably because they were without preference.

Radio has put its best foot forward in war coverage. The networks—all of them—have been oblivious to expense, hours and commercial commitments in handling of war news. Where expedient, stations have operated around the clock. It is true that the bulk of the news has come from press associations, in the main, those serving the newspapers. But it is equally true that radio has, on the whole, handled the news dispassionately, without editorial bias, and most important, swifter.

Expect a hue and cry from the press over the OFF revelations! Radio does not contend, despite the survey results, that it can or should displace the newspaper. We have always regarded the media as supplementing each other.

Needless to say the results of the OFF survey are highly satisfactory to, and welcomed by radio.

Elmer Davis, U. S. A.

IF PRESIDENT Roosevelt had polled the nation on selection of the man to take over the directorship of war information, Elmer Davis would have been the hands down choice.

Since August, 1939, Elmer Davis has been a "must" at five-minutes-to-nine for most people. He had the public's confidence. He symbolized unvarnished truth and objectivity. He crammed into his five-minute spot on CBS as much news and interpretation, without use of superlatives, as most commentators do in 15-minute commentaries.

The selection is a tribute to radio. Mr. Davis was an outstanding writer and analyst before radio discovered him. But it was his astute use of the medium, his talents as a news analyst, that inspired confidence not only of the public but Government from the Chief Executive down.

Mr. Davis is given cart blanche. He will work closely with Byron Price, director of censorship, under the Executive Order. Mr. Price's stewardship during the last six months has won widespread respect and praise. He has handled a tough job with no discernible dislocations. Two practical newsmen, one of them thoroughly familiar with radio's own functions, thus collaborate in handling the entire war news distribution, domestic and foreign.

The problem of handling Government news has been fraught with difficulties. The pre-Davis structure, which had mushroomed as agency after agency was created, became unwieldly, confused, repetitious and somewat political. All that goes, under the fusion outlined in the President's precisely worded Executive Order, lumping the OFF, Office of Government Reports, Division of Information of the Office for Emergency Management, and the Foreign Information Service of Col. William J. Donovan's COI into the new OWI.

Mr. Davis does not profess to be an executive. He is not given to upheavals. Essentially, he is a conservative newsman. Some 2,000 to 2,500 information men in the agencies which OWI absorbs are affected by the reorganization. Chances are, however, that most of them will find niches in the new organization, subject to directives which will issue from Mr. Davis.

In designating Milton Eisenhower as deputy director, Mr. Davis makes another practical and meritorious selection. A genius at organization, he will supply the administrative direction which Mr. Davis states he lacks. Mr. Eisenhower also may be regarded as radio-bred, for he established the Department of Agriculture's famed radio farm service in the twenties. He leaves the directorship of the War Relocation Authority, which has handled the delicate task of evacuating Japanese in this country, for the last three-months without a single untoward incident.

There is little to indicate that the present OFF radio functions under W. B. (Bill) Lewis, former CBS vice-president, will be disturbed under the new organization. There has been little, if any, criticism, and fulsome praise from the industry for the job he and his associates are doing. The Executive Order creating OWI specifies that it shall "review, clear and approve all proposed radio and motion picture programs" sponsored by Federal agencies and service as the central point of clearance and contact "for the radio broadcasting and motion picture industries" for Government agencies. That is precisely what Mr. Lewis' organization has been doing under OFF.

Mr. Davis, according to the older heads, is given greater latitude in his new post than that assigned George Creel during World War I. Those in radio who know him and who have observed his work, know he will use it sagely and with maximum results. For Elmer Davis typifies truth, integrity and objectivity in the best radio tradition.

ALFRED J. McCOSKER may be drafted as a candidate for the gubernatorial nomination of his native State of New York. If the well-wishes of broadcasters could be counted as votes, "Mac" would be in by a landslide, for there is no better-liked or respected man in radio than the genial, capable, head of WOR. He's radio's candidate on all tickets.

You Get Used to It!

ONE YEAR AGO the mere hint of the violent upsets in merchandising and production that have come with the war—the very mention of rationing, for example, would have thrown the entire distribution business into jitters.

Yet upsets far worse than anticipated have been encountered and what happens! Business takes rationing and packaging problems in their stride and broadcasters are getting along nicely, if busily.

Brightest prospects in the nationwide radio picture are centered at the moment in spot advertising. Flexibility of this form of rendition has brought around many advertisers who heretofore have had little time for the less romantic form of broadcasting.

Anything can happen, as all in the advertising business realize only too well. What looks like a good summer and autumn conceivably can turn into relatively hard times.

But those who remember the ifs and buts that tormented them a year ago as they timorously contemplated the possibilities of war abroad are less likely to worry about what's to come in the months immediately ahead.

They can thank broadcasting's adaptability, its grip on the public and its sales potency for the ability to ride storms such as those of the past 12 months. More trouble lies ahead, but here again the industry is certain to find new markets to replace those that are lost.

So far the chaos of wartime operation has been highly annoying but far from crippling. Like a cold shower, you get used to it!

We Pay Our Respects To —

ELMER DAVIS

"THIS is my last broadcast as I have been called into the Government service." With these 14 words Elmer Davis, whose voice has been as familiar to the nation as that of any man, announced his departure from the air to become head of the Office of War Information.

It was typical of the man that at a time when he had been called by his country to a war post of vital importance, he made no reference to his new responsibilities. Just the plain statement of fact . . . free of all other influences, the type of reporting that has earned for Elmer Davis the respect and trust of the people of the entire country.

But that has always been the great virtue of Elmer Davis . . . plain, simple incisive language. Paul W. White, CBS director of public affairs, in referring to Mr. Davis' radio manner said, "His style on the air has been noteworthy for its quality of incisiveness and succinctness". *The New York Times* leading editorial commenting on Mr. Davis' appointment, called his reports on the war "compact, objective and shrewdly interpretative" and said that he was "an admirable choice".

While Davis' comments on the air are admittedly masterpieces of conciseness, his conversational habits are masterpieces of another sort, according to Paul White. For instance . . . in announcing his intention of playing bridge of an afternoon, a pastime at which he is more than expert, he would say something like this: "I wish to inform the management that I am going in search of three like-minded citizens", or "If the house has no objection, I am going to inquire into the problem of distribution"!

Elmer Davis has been through many a news crisis at CBS . . . and through them all his calmness, modesty and sound judgment helped his colleagues do a better job—during Munich, the outbreak of the war, the hectic hours after Pearl Harbor, through these crises and many others, Mr. Davis kept coolly and calmly concentrated on the business in hand with his unique ability to relax in a moment at bridge. Columbia newsmen recall his entrance into the news room prior to a broadcast during the Munich crisis with the words: "I just had the . . . - - - hand!"

Mr. Davis came to work for CBS in August, 1939. His tall, erect carriage, his grey hair, thick black eyebrows and black bow ties have been a fixture on the 17th floor at 485 Madison ever since.

Born in 1890, the son of an Aurora (Ind.) banker, E. H. Davis, and the former Louise Severin, he attended Franklin College in the Hoosier State and won a Rhodes Scholarship upon his graduation in 1910. He spent two years at Queens College, Oxford, and, according to Edward R. Murrow, is one of the few Americans to survive two years at Oxford with accent and outlook unimpaired.

Davis' first introduction to the Fourth Estate came when he was 14. He was hired as a printer's devil on the *Aurora Bulletin* at a salary of $1 a week. Ten years later he became a reporter for the *New York Times* and later became an editorial writer for the *Times*. During his career on the *Times*, he represented that paper aboard the Ford Peace Ship in World War I, was torpedoed by a German submarine on his way back to America and covered many national political conventions.

Davis' journalistic career was supplemented by a long series of books, short stories and essays beginning with the publication of *Princess Cecelia* in 1915 and including a *History of the New York Times, Times Have Changed, I'll Show You the Town, The Keys to the City, Friends of Mr. Sweeney, Strange Woman, Giant Killer* and *White Pants Willie*. His radio play, "The Road to Jericho", was recently presented over the air. He has been a constant contributor to the *Saturday Evening Post, Collier's, Harpers*, the *Saturday Review of Literature* and is the author of more than 130 fiction stories. He is a former president of the Authors' League of America.

In the spring of 1941 Davis took a flying trip to the British Isles for a five-week survey of Britain under the "blitz". He traveled 1,500 miles by car with Ed Murrow through bombed acres of England and interviewed most of the prominent British leaders. In his whole time there Davis never heard a bomb drop . . . he was in Bristol when London was being bombed, in Manchester when Bristol was being bombed.

Davis is married to the former Florence MacMillen. They live in New York in the winter and in Mystic, Conn., in the summer, and have two children, Robert Lloyd and Anne. Robert is now in Officer's School, Fort Benning, Ga.

Personal NOTES

MAJ. LUTHER L. HILL, on leave as station manager of KSO-KRNT, Des Moines, and vice-president of the Iowa Broadcasting Co., is now serving as an instructor for the Army Air Force, stationed at Miami.

C. J. THORNQUEST, national sales manager of WING, Dayton, has joined the Navy in Radar training, temporarily stationed in Chicago.

M. M. BOYD, manager of local and spot sales, and Paul J. Moore, engineer of NBC-Chicago, have received first lieutenant commissions. Mr. Boyd is stationed with the Air Force in Washington and Mr. Moore with the Signal Corps in Monmouth, N. J.

DUDLEY TICHENOR, manager of KVOR, Colorado Springs, Col., has been elected president of the Colorado Springs Lions Club for the coming year.

JOHN ELWOOD, general manager of KPO-NBC, San Francisco, was in New York for two weeks.

CARL NIELSEN, account executive, recently resigned from KSFO, San Francisco, to join the sales staff of KJBS, San Francisco.

CHESTER J. DOYLE, sales executive of CBS San Francisco, has joined the armed forces.

FRANK BYRNES, of KJBS, San Francisco, has transferred to the sales staff of KQW, San Jose-San Francisco.

LOU M. REKER has been promoted to assistant manager in charge of sales of WRAL, Raleigh, N. C.

JAMES BENEDICT KOBAK, younger son of Edgar Kobak, executive vice-president of the BLUE, and Hope McEldowney, of Washington, were married June 13 in that city. A recent Harvard graduate, young Kobak is due to join the Army within a month or two.

ART BROWN Jr., manager of the Kenosha, branch of WRJN, Racine, Wis., on June 6 married Margaret Elizabeth Hinz, of Kenosha.

BILL WISEMAN, promotion manager of WOW, Omaha, recently was the featured speaker before the Advertising Club, Kansas City.

ROBERT E. DUNVILLE, vice-president of Crosley Corp. and general sales manager of WLW-WSAI, Cincinnati, underwent a tonsillectomy last week at Bethesda Hospital, Cincinnati.

ED KEMBLE, merchandising service manager of KHJ, Hollywood, has taken on the additional duty of supervisor of spot announcement schedules.

KEITH KIGGINS, New York BLUE vice-president in charge of station relations, is on a six-week tour of affiliated stations.

ARNOLD BACON, formerly auditor of the WNAX, Yankton, S. D. is in the Army at Ft. Leavenworth, Kan.

JACK STRICKLAND, formerly sales manager of the American Network of FM stations, has been assigned to handle time sales for W63NY, FM stationed owned by WHN, New York.

JAMES V. COSMAN, president of WPAT, Paterson, N. J., has been commissioned as a lieutenant (j.g.) in the Navy and is now serving in the Bureau of Ships, Washington.

GRIFFITH THOMPSON, general manager of WBYN, Brooklyn, is in Doctors Hospital with a hernia suffered while moving a heavy desk in his office.

GEORGE L. YOUNG, auditor of the Fort Industry Co., Toledo, and assistant to company's vice-president, J. Harold Ryan, currently serving as director of radio censorship, is in the Navy as a lieutenant. He resigned June 15 to report to Quonset Point, Rhode Island.

JAMES J. CAHILL, formerly of the New York sales staff of WAAT, Jersey City, has joined the sales department of WQXR, New York.

GEORGE W. SMITH, managing director of WWVA, Wheeling, W. Va., has been elected president of the Ohio Valley Board of Trade.

JOSEPH W. BAILEY, business manager and attorney of Louis G. Cowan & Co., producers of BLUE *Quiz Kids*, has been commissioned a lieutenant junior grade in the Navy and is temporarily stationed in Chicago.

DON MENKE, copy editor of WFBM, Indianapolis, has shifted to the sales department replacing James Matheny, now in the Army. Dave Milligan, continuity editor, under Menke, has become copy editor.

WILLIAM L. HENRY of the market research division of Hooper-Holmes Inc., New York, has been named director of that division, succeeding Chester E. Haring, who has resigned announcing no decision on future plans. Mr. Henry has been with Hooper-Holmes for the past two years and was previously with the American Institute of Food Distribution.

FRANKLIN M. DOOLITTLE, general manager of WDRC, Hartford, is a member of the Coast Guard auxiliary and has donated his 38-foot cruiser *Decibel* for patrol duty.

STORM WHALEY, manager of KUOA, Siloam Springs, Ark., is the father of an 8½-pound girl born June 14.

BERT GEORGES, general manager and executive vice-president of WHEB, Portsmouth, N. H., will marry Justine Flint of Kittery, Me. Miss Flint is a former newspaper woman and a specialist in fashion and home economics.

MEREDITH WILLSON, Hollywood musical director of the weekly NBC *Post Toasties Time*, sponsored by General Foods Corp., has written a new patriotic war-effort song titled "Song of Steel". It has been transcribed by NBC Radio-Recording Division, with Thomas L. Thomas, Metropolitan opera star, as singer, and will be released shortly to stations nationally.

BEHIND the MIKE

FRED WOOD, former announcer of WIP, Philadelphia, and WSNJ, Bridgeton, N. J., has joined the civilian training corps of the Army Air Force.

JANET RIGGIN has joined WPTZ, Philco television station in Philadelphia.

ALWYN BACH, announcer of KYW, Philadelphia, has been named radio chairman of the Pennsylvania district of the Dogs for War Assn.

RICHARD MORRISS PITTENGER, announcer of WFBM, Indianapolis, known as Dick Morriss, resigned June 18 to report for supplementary training in the Naval Air Force at Glenview, Ill.

NORMAN McDONALD, formerly of the New York stage, has joined the announcing staff of WFBM, Indianapolis.

VAL BROWN, formerly announcer of KFEL, Denver, has joined KIEV, Glendale, Cal. as summer relief.

BILLY ARTZT, Hollywood musical director of the weekly CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co. (Camels), has been signed for his fourth consecutive year.

KEYES PERRIN, recently announcer of WTIC, Hartford, and formerly of WOKO, Albany, and WBZ, Boston, has joined the announcing and production staff of WOR, New York.

ELINOR BARNEY, graduate of the U of Minnesota, has joined WEBC, Duluth. Ann Chepel and Leigh Kemmen have also been added to WEBC.

BOB DAVIS, formerly feature service editor of the West Coast publicity department of Warner Brothers, Hollywood, has joined the press department of WOR, New York, as copy writer. Al Durante shifts from the day publicity desk to night-time duty, taking the place of John Anspacher, now in the Army.

CLARENCE VAN AUKEN, formerly in charge of the mail department of WOR, New York, replaces George Kiernan in the sales service department. John Ruddley, formerly of the building service division, replaces Van Auken in the mail room.

BILL SHAPARD, announcer of WHN, New York, is the father of a baby boy, his second son.

GEORGE F. PUTNAM, NBC newscaster heard daily on WEAF, New York at 11 p.m., and M.C. on the NBC *Army Hour*, starts announcing on the BLUE with an assignment on the *Parker Family*, sponsored by Andrew Jergens Co., Cincinnati, for Woodbury Soap, Sundays at 9:15 to 10:45 p.m. Agency is Lennen & Mitchell, New York.

A. EDMUND LYTLE, formerly of KDKA, Pittsburgh, has joined the announcing staff of WHAM, Rochester, N. Y.

BEN KAGAN, former writer of *The Parker Family* and *Mainstreet, U. S. A.*, is now writing the transcribed series, *You Can't Do Business With Hitler* for the radio section of the War Production Board. Series was originally handled by Elwood Hoffman and Frank Teleford, the latter continuing as production director of the series in addition to his new assignment of directing the WPB's *This Is Our Enemy* broadcasts each Sunday on MBS.

JIM BRITT, baseball commentator of the Yankee Network, on June 15 started a new series of sport broadcasts for our armed forces abroad on WRUL, Boston shortwave station, Monday through Friday 7:50-8 p.m.

MEN WANTED
by WHO, Des Moines

SALES DEPARTMENT position to handle station advertising and promotion including research and merchandising. Must have copy ideas, know printing and be sales-minded. Excellent future possibilities. *Write Hale Bondurant, Sales Manager.*

REWRITE MAN FOR NEWS DEPARTMENT with ability to act as relief man on the air for present staff of news broadcasters. Right man can't help moving up because selective service will make openings. *Write Jack Shelley, News Editor.*

ASSISTANT FARM EDITOR with ability to meet and talk with farm groups and to broadcast farm news. Should be graduate of Mid-West agricultural college. Newspaper experience desirable. *Write Herb Plambeck, Farm News Editor.*

ANNOUNCER with general experience and interest in sports. Graduate of Middle-Western college preferred. *Write Harold Fair, Program Director.*

All these men should be:

1. Fundamentally honest, sincere, enthusiastic, and in the habit of *working*.
2. Married, 28 years old or more, with two or more children.
3. From one of the Middle-Western states.

ARMY PUTS TRIO of former NBC men back to work at their old civilian jobs to handle a radio tribute to Army chaplain heroes, *Soldiers of God*, single program on BLUE June 16. They are (l to r): Corp. Bill Davidson, former writer for Bill Stern, NBC sports director; Staff Sergeant Bill Eliscu, and Private Bob Eisenbach, both formerly of the NBC news staff. Davidson and Eisenbach wrote the show.

WAYNE ROBINSON, formerly of WIBM, Jackson, Mich., has joined the junior announcing staff of WKZO, Kalamazoo, Mich.

ED HOERNER production manager of WWL, New Orleans, is the father of a boy, Edward Robert, born recently.

WILLARD SCOTT, announcer of WWVA, Wheeling, W. Va., has been accepted as a flying cadet in the Army Air Force.

BOB BENSON, news editor of WDAS, Philadelphia, has joined the announcing staff of KYW, Philadelphia. Joseph Corr, former summer relief announcer of WDAS replaces Benson at that station.

WALT NEWTON announcer of WIP, Philadelphia, has resigned to join WGN, Chicago, July 1.

PAUL KENNEDY, radio editor of the *Cincinnati Post* has been granted a leave of absence to join the New York office of the Coordinator of Inter-American Affairs.

AL BLAND, conductor of the *Blandwagon*, WCKY, Cincinnati, will be off the program for two weeks starting June 22 when he will go to a hospital for removal of tonsils and an operation on his nose.

ROBERT LA BOUR, formerly of the production staff of KGU, Honolulu, has joined NBC to handle general production. Also joining NBC's production staff is Martin Jones, theatre owner and former director-producer, who will handle dramatic production.

FRANK ALLEN, member of the agricultural department of WLW, Cincinnati, is the father of a baby boy.

JOHNSTON SNIPES, formerly of UP, Chicago, and of the news staff of WOW, Omaha, has joined the Chicago staff of Press Assn. radio subsidiary of AP. James Bormann of the Chicago bureau has been named acting bureau chief.

FRANK KNIGHT, announcer-producer of WOR, New York, has won the prize awarded by *Minicam Photography Magazine* for the best picture of the month.

DON DUNPHY, MBS sportscaster, who married Muriel Keating June 20, is receiving a War Bond as a wedding gift from Sports Broadcasters Assn., of which he is a member.

MARY FURLONG MOORE, freelancer in public relations, has joined S. Duane Lyon Inc., New York, as merchandise publicity director.

DONALD MATHERS, formerly of WMBO, Auburn, N. Y. and WWNY, Watertown, N. Y., and Frederick Peach, formerly of WBRK, Pittsfield, Mass., have joined the announcing staff of WTRY, Troy, N. Y.

BETTY THRO, new to radio, has joined the continuity staff of WROK, Rockford, Ill.

JAMES HOPPERS, announcer of WTJS, Jackson, Tenn., has assumed fulltime duties following completion of his sophomore year at Union U, Jackson, Tenn. He will handle continuity writing.

ERNEST COURTNEY, formerly of CKVD, Val d'Or, Que., is now musical director of CFCH, North Bay, Ont.

BARBARA WEST has joined the continuity staff of KVOO, Tulsa, replacing Juanita Mitchell.

BOB HARRIS, announcer of KOIN-KALE, Portland, has volunteered for the Coast Guard and will be on duty this month.

BILL WARD, formerly of KOL, Seattle, has joined the continuity staff of KOIN-KALE, Portland, Ore.

ED BARRY, formerly program director of WMFF, Plattsburg, N. Y., joined the news staff of WGEA-WGEO, Schenectady, as news editor and English language news announcer.

BOB RYAN, formerly of KWIL, Albany, and KOAC, Corvallis, Ore. has joined the announcing staff of KGW-KEX Portland.

LOU SILVERS, Hollywood musical director of the weekly CBS *Lux Radio Theatre*, sponsored by Lever Bros. Co. (soap), has had his contract renewed for the seventh consecutive year.

RAY ERLENBORN, Hollywood sound effects technician-actor on the NBC *Al Pearce Show*, and Margaret Lenhart, vocalist formerly featured on the program, were married June 12.

FRANK PITTMAN, BLUE Hollywood sound effects technician, is the father of a girl born June 8.

MILDRED KENEVAN has joined NBC Hollywood traffic department as teletype operator replacing Harold Haklik, recently transferred to the network's San Francisco studios.

JOHN BOYLAN, formerly writer on the staff of KFWB, Hollywood, has joined NBC that city in a similar capacity.

JOE RANSON, for many years radio editor of the *Brooklyn Daily Eagle*, last week joined the publicity department of NBC in New York, which also last week lost two of its former staff members, Wallace West, who is now working in the network's news and special events department, and Robert Wiggington, now with the publicity department of Pan American Airways System.

JACK KELSEY, formerly production manager of WHOM, Jersey City, has been appointed program director.

BOB WEST, formerly with M-G-M and now announcer on WHOM, Jersey City, married Mary Endicott Drane June 7. Miss Drane, a concert violinist, has appeared on network programs, including the Fred Allen, Phil Baker and Horace Heidt shows. Ceremony was performed by West's mother, Mrs. Georgiana Tree West, an ordained minister.

EVERETT PRITCHARD has been appointed traffic director of WJW, Akron. Gene Peterson, Glenn Phillips and Jack Frankel have joined the WJW announcing staff.

JOHN LAWRENCE has joined the announcing staff of WELI, New Haven, replacing Pete Stoner, who has joined WTIC, Hartford.

CHARLES McCUEN formerly of KGLO, Mason City, Ia., has joined the announcing staff of KSO-KRNT, Des Moines replacing Norman Jolley now in the Marines.

WALT DAVIS commercial continuity editor of WHK-WCLE, Cleveland, has resigned to become program director of WRRN, Warren, Ohio.

LEW HENRY announcer of WHK-WCLE, Cleveland, has been elected president of the Cleveland local of AFRA. Nicki Burnett has been elected executive secretary.

Reach the Midwestern Millions* at exceptionally low cost with

WENR

Chicago's Basic Blue Network Station

Whether you want sales or good will, tell your message to the midwestern millions over WENR. More and more advertisers are turning to this powerful station for intensive, economical radio coverage. The All-County Census of Radio Listening—an impartial survey which measures all stations with the same yardstick—proves that WENR covers more families than any other major Chicago station, at less cost per thousand. Get details of this exceptional radio value now.

50,000 WATTS ON A CLEAR CHANNEL—890 k. c.

IT'S EASY TO DO BUSINESS WITH THE BLUE!

WENR is represented nationally by these Blue Network spot sales offices . . .

New York Chicago San Francisco
Hollywood Detroit

*A name given to WENR's primary station area which includes most of Illinois and Wisconsin, and half of Indiana and Michigan.

JAMES BURKE, news editor of WHK-WCLE, Cleveland, took leave on June 1 to accept a Navy commission as an Ensign in the intelligence section.

JACK WORMSER, formerly NBC Hollywood sound technician, writer and producer, is in training at Fort Monmouth, N. J. for a writing assignment with Signal Corps film production center, Astoria, L. I.

DAN CUBBERLY, formerly announcer of KOY, Phoenix, has joined the announcing staff of WLS, Chicago.

HARRY HESS, formerly of the UP, Chicago, has joined the news staff of WBBM, Chicago.

MORRIS MAMORSKY of the NBC music staff has been appointed staff composer for the network according to Thomas H. Belviso, manager of the NBC music division.

MAL HANSEN, formerly of the farm staff of WHO, Des Moines, has been named farm director of KSO-KRNT, Des Moines, replacing Andy Woolfries.

BILL COPE, announcer at WLOL, Minneapolis, has been inducted in the Army. Roy Schneider, formerly at WOMT, Manitowoc, Wis., replaces him.

JOHN WELLINGTON, formerly on the writer-production staff for Lanny Ross, has joined the BLUE production staff to handle programs featuring new talent.

MARSHALL HOLINGUE, cartographer, has joined the sales promotion department of NBC Chicago, succeeding A. G. Walser, now in the Army.

DALE McCAMPBELL, from the Denver United Press bureau has joined KVOR, Colorado Springs, Col. as a newscaster.

GEORGE AMBERG, continuity department head of KROD, El Paso, has joined the Army. He will be succeeded by Marcia Sanguin, former free lance writer.

Kelley to Pro Rams

ELECTION of Bob Kelley, sports editor of WGAR, Cleveland, as secretary of the Cleveland Rams professional football club at a meeting of the club's board of directors, was announced last week. Kelley has been given a leave of absence from WGAR until Jan. 1, 1943 to immediately take over work of a publicity and promotional nature for the Rams. He will, however, continue to handle a 11 p.m. to midnight program and the play by play accounts of Ram games for WGAR, which he has done for the last five years.

JAIME DEL VALLE, formerly program director of KARM, Fresno, Cal., has joined the Hollywood radio division of the Coordinator of Inter-American Affairs, working under Jack Runyon, manager. Alberto Rondon, formerly Hollywood publisher of Cinelandio Magazine, and writer-producer and commentator of the short-waved program, Voice of Hollywood, sponsored by that publication, has also been added to the CIAA radio division.

BILL STAMPS, formerly of WSM and W47NY, Nashville, has joined the announcing staff of WBIR, Knoxville.

SYDNEY H. EIGES of the NBC press department in New York and former INS night editor and cable editor, has been named assistant manager of the press department by John McKay, manager of that division.

KENNETH W. MacGREGOR, production director of WGN, Chicago, on June 28 is to marry Agnes Jane Amar of Rockland Lake, N. Y., in the Little Church Around the Corner, New York.

ARTHUR HANNES, formerly an announcer of WHDL, Olean, N. Y., and WERC, Erie, Pa. recently joined WGAR Cleveland.

Survey in Canada Shows Spot Active

Equal or Better Than Last Summer, Inquiry Reveals

CANADIAN spot, network and local broadcasting this summer will be the same or slightly better than last summer, according to station executives, agency timebuyers, network officials and representatives in Toronto. Most do not expect to see much of a change over last year in this third summer that Canada is at war; some report that business will be up because local as well as national advertisers are taking advantage of the fact that more listeners will be at home to listen this summer due to gasoline and tire conservation and rationing.

Some agency men interviewed by BROADCASTING stated this will be a bonanza year for some advertisers who are accustomed to stop during the summer and some summer advertisers because of the increased summer audience this year and competitive network programs off the air. That some advertisers have taken advantage of this state of affairs is seen in the fact that a small number are continuing this summer whereas ordinarily they lay off during the hot months and a few who have not been using radio advertising have started summer spot campaigns.

Government Time

Two other factors are important in the Canadian broadcasting business. The Government's paid radio advertising has this year been steadily increasing with more departments buying time, and there has been no summer layoff on these campaigns—in fact an increased use of radio both for network and transcribed spots. Most recent are a "soap opera" *Soldier's Wife*, daytime serial on a large network for the Wartime Prices & Trade Board, and an Ontario provincial government Department of Labor weekly program on a large network.

Then the clarification recently of the amount of advertising increase which will be allowed for income and excess profits taxation purposes has cleared the air for a number of advertisers who have held back pending government ruling. Some who have awaited the government edict will now start campaigns to meet increased business within the allowances announced by Ottawa, and others who have already been spending more on advertising than they will be allowed under the new regulations will have to contract on certain media.

There has been no greater layoff this summer of spot and network sponsors than last year; in fact there has been less, according to the consensus. And without exception those sponsors who leave the air during the torrid months have signed on again for the fall. The increase in business of the past winter and spring has been well maintained on summer bookings.

Local business has also improved, especially on stations which have gone after local business aggressively. Local business was forecast by a number of radio men in Canada last winter as an untouched source for many stations, and reps who have visited their stations in recent months report that local business is being sought with success. Individual stations report that local business for this summer is up, and such local sponsors as leave for the summer have renewed for the fall, with some well into 1943.

Network business has held up well, with only the usual network summer fadeouts, and a number of new sponsors as well as government departments on for this summer on both regional and national networks. Fall bookings are holding up well, and a number of new network advertisers are discussing late summer and fall programs.

Canada's wartime experience has been a steadily increasing amount of business placed on radio stations, with only a few casualties among sponsors due to wartime restrictions or to their turning all production for war use. While some other media have suffered in the Dominion, broadcasting has increased its sponsored business, and with more and more government use of paid programs, few in the industry expect to see a drop in business for some time.

News for Workers

LUNCH HOUR newscasts of WAIT, Chicago, are heard by nearly 1,400 war workers of the Flexible Shaft Co., Chicago (electrical supplies). Request for permission to air the broadcast on the plant's public address system came to the station in a recent letter from the personnel director of the company, which is working on ordnance contracts. So that listeners in the plant would not miss the opening of the program, the company has moved time clocks up one minute.

SPECIAL EVENTS!

You'll hear lots of them on WSAI," points out Suzy our Steno. "Our full-time special events department, with two mobile units and every other facility at its disposal, takes care of that."

Cincinnati listeners habitually tune to WSAI for "on-the-spot" coverage of important events. WSAI's reputation for service, like WSAI's SOUND MERCHANDISING, makes it a STANDOUT in the eyes of advertisers.

WSAI'S SALES AIDS
1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S
WSAI IDENTIFIED
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

WSGN AND Alabama
Synonymous . . . and 32 aggressive Alabama newspapers print WSGN program pictures and publicity; carry the WSGN radio column.
610 Kc.
BIRMINGHAM
Headley Reed Company, Reps
BLUE NETWORK and Mutual

In the CONTROL ROOM

FRANCIS MORSE, formerly of WBBZ, Ponca City, Okla., has joined the control staff of WKZO, Kalamazoo, Mich.

WILLARD BOTTS, former engineer of WIP, Philadelphia, has been made a second lieutenant in the Signal Corps.

JOHN G. GOULD, technician of KIEV, Glendale, Cal., has joined KGFJ, Los Angeles.

W. FREDERICK HENDERSON Jr., CBS engineer, last week became the father of a baby boy.

CHARLOTTE HEINIG replaces Geraldine Swanson on the engineering office staff of WOR, New York.

EMMETT VOELLER, Richard Voeller and William Foos, of Indiana Technical College, have been added to WOWO-WGL, Fort Wayne, Ind., as summer relief engineers.

ANDREW A. COSTELLO, formerly of the engineering staff of WKIP, Poughkeepsie, has joined WPAT, Paterson, N. J., as a studio engineer.

WILLARD DELANO WHITFIELD, NBC assistant commercal engineer and supervisor of communications, has been granted a leave of absence to join the Coast Guard Reserve as a radioman, first class.

W. S. CROOKS, formerly of WBTH, Williamson, and WLOG, Logan, W. Va. has become chief engineer of WFVA, Fredericksburg, Va.

W. C. GROVES Jr. has returned to the engineering staff of WGNC, Gastonia, N. C., succeeding Clarence Morse who has joined WLW, Cincinnati.

PRESTON PEARSON, radioman second class, Naval Reserve, and formerly of WPTF, Raleigh, on June 6 married Alice Hall, traffic manager of WRAL, Raleigh.

VERNON BAUMGARDNER, former chief engineer of KWLM, Willmar, Minn., has joined the engineering staff of WHK-WCLE, Cleveland.

WILLIAM SANBURN has joined the engineering staff of WHO, Des Moines. Harold Rissler, formerly of WHO, is in the Army at Jefferson Barracks, Mo.

WILLIAM DANNEMAN, from KYUM, Yuma, Ariz., has joined the engineering staff of KVOR Colorado Springs, Col.

ROSS GIBSON, formerly engineer, announcer and remote studios manager of KUOA, Siloam Springs, Ark., has joined KBIX, Muskogee Okla. as engineer-announcer.

MILT HALL has joined the engineering staff of KOA, Denver, replacing Bill Kumpfer, who resigned to accept a civil service position in electronics research.

DAVE HARPLEY, engineer of WQAM, Miami, is the father of a baby girl, Hallie Catherine.

PAUL SLOANE, studio operator of KDKA, Pittsburgh, is the father of a son born June 14.

Record Committee

TO ASSIST Records for Our Fighting Men Inc. in its drive to collect old phonograph records, convert them into scrap and buy new records for service men with the proceeds, a committee of m.c.'s of recorded shows has been formed, headed by Dick Gilbert, of WHN, New York. The committee will provide conductors of recorded programs with spot announcements, news fliers and suggestions for tying in the drive with individual programs.

KMA is "edited" for FARMERS—not Tycoons!

● When you think of KMA, *don't* think only of Shenandoah. Think of all the other towns in the KMA area. Think of a primary area of nearly 3,000,000 people—who spend over $800,000,000 a year in retail stores. Think of a 150-county audience, 66% of which is farm and small town. And think of an "editorial" policy that devotes 13½ hours daily to serving the *specific* needs and wants of this audience!

Think of all this, and you begin to understand how KMA, with only 5,000 watts, pulled 532,120 *commercial* responses last year! For the whole amazing story, send for our latest market data brochure. Or just ask Free & Peters.

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

DADDY'S HELPER in the control room of KLZ, Denver, 20-month-old Diana Lee Neubauer lends a hand at the monitoring board to her father, Jack Neubauer, studio engineer. She sets a record for youthfulness among feminine invaders of the control room.

Fulton Lewis jr. Honored

FULTON LEWIS jr., MBS news analyst, received a citation from Edward McGrail, National Commander of the American Legion, on the concluding broadcast of his *Production for Victory* series on MBS June 18. Presented in cooperation with the National Assn. of Mfrs., the series has brought reports by Lewis from more than 50 industrial centers for the past 13 months.

REVISION OF RULE ON TOWER RIGHTS

OVERZEALOUS air raid wardens who have taken tower lights into their own hands during blackouts —in many instances demanding without authority that they be turned off and in some cases going so far as to shoot them out—will shortly receive specific rules on the subject from the Office of Civilian Defense, it was announced last week.

Order Revamped

Also to avoid station operators' confusion on when and where they may keep their transmitter tower lights on during blackouts, the FCC in cooperation with the War Dept., is revamping the confidential Order No. 88, issued shortly after Pearl Harbor, which outlines stations' conduct during blackouts and air raid alarms. The FCC said the order will not be drastically revised but will be clarified to prevent further clashes between stations and local defense officials.

At the OCD it was said that in many cases it was preferred that radio tower lights remain on during blackouts to act as beacons for friendly aircraft. However, it was said air raid wardens in some sectors, particularly in the Northwest, had undertaken on their own authority to govern station practices. It was pointed out that only the Army Fighter Command, new name of the Army Interceptor Command, can regulate a station's tower lights and that this would be made clear to air raid wardens.

Crystal Revival

CRYSTAL SETS are still the best insurance against power failure as proved recently by George Boltz, transmitter engineer of KLZ, Denver. During a recent power failure in his suburb, George tried to monitor KLZ through his car radio but it broke down (there was no power for his home radio, of course). George promptly built a crystal set from spare parts, put on the headset and tuned in to find his station still functioning.

Requirements Relaxed For Aeronautical Jobs

UPON recommendation of the Defense Communications Board the FCC last Wednesday relaxed license requirements for aeronautical station operators where telegraph transmission is utilized. The action permits operation of a fixed station by holders of a radiotelephone permit or radiotelephone license who has been endorsed as able to transmit and receive at least 16 International Morse Code groups per minute.

The FCC said the action was taken to relieve the "rapidly growing shortage of skilled operators being caused by war time conditions and the requirements of the military forces for radio operators." It was also said the move "looks forward to the possibility of training women to assume these duties by providing for such operation without the detailed technical qualifications necessary for the more technical grades of licenses."

Permit holders may receive endorsement by appearing at any of the FCC field offices or in Washington for the Morse Code test. The order requires a first or second class radiotelegraph or radiotelephone operator be assigned to stations using type A-1 or A-2 emmission to make equipment adjustments.

INTERNATIONAL SALT CO., Scranton, Pa., has denied charges filed with the Federal Trade Commission that it has violated the Robinson-Patman Antidiscrimination Act by selling salt to some customers for higher prices than salt of like quality to other customers. Hearings have been scheduled.

MIKE RETURN of two former announcers took place when the CBS *Cheers From the Camp* show originated June 16 from Fort Jackson, S. C. They are Corp. William D. Strauss (left), who for five years prior to his induction last year announced for WQXR, New York, and Pvt. Gene Whiteaker, formerly of WMCA and WINS, New York; WDNC, Durham, N. C.; WBIG, Greensboro, N. C.

Coast Defense Steps

MORE THAN 160 standard gas masks, through arrangements made by the Southern California Broadcasters Assn., have been issued by the Los Angeles County Defense Council to the four networks and 16 stations in that area. Masks are for technicians and other station personnel required to remain on duty during an emergency. Besides receiving instructions in the use of gas masks, several members of each station's personnel have completed the Red Cross first aid course and been schooled in other emergency precautions. Special fire wardens, trained by the Los Angeles Fire Department, have been appointed by each station as well as the networks to take charge in the event of a disaster.

Tennelly Returning

RICHARD TENNELLY, NBC Tokio correspondent interned in Japan since the outbreak of the war, is expected to arrive in New York Aug. 17 in an exchange of American and Japanese nationals, the State Dept. has notified NBC. No mention was made of the two other missing newsmen on NBC's Far East staff, Edward Hart MacKay, former Shanghai correspondent presumably interned there, and Bert Silen, stationed at Manila and not heard from since the fall of that city.

W75NY Readies

EIGHTH of New York's FM stations is to go on the air this summer, according to FM Broadcasters Inc., New York, which reports that W75NY, owned by Metropolitan Television Inc., is now well under construction. Studios are being built in a penthouse atop 654 Madison Ave., while the transmitter has already been installed on the roof of the nearby Hotel Pierre. A program schedule of at least six hours daily is contemplated. Metropolitan Television is owned jointly by Bloomingdale's and Abraham & Straus, both department stores.

WHDH, Boston, has appointed George P. Hollingberry Co. executive national representative.

Elmer Diddler's Doings:

"REMEMBER ME, ELMER?"

My girl-friend and I are a couple of representatives from the big throng of folks who think that the Great Northeast is tops for vacations, winter or summer. We're as anxious to hear from you, Elmer, as you are to speak to us, but the G. N. is a big place. Takes plenty of power to spread your message over this vacation-land. Your diddling system of "piecemeal coverage"—a station here, another there—just won't do in this region, for there's *one* station that can do the *whole* job. That's WGY—

GENERAL ELECTRIC

WGY

SCHENECTADY, N. Y.

★ the airea's only 50,000-watt station

★ the airea's lowest frequency

★ the airea's only NBC Red outlet

★ the airea's only 20-year veteran

WGY-68

WDRC

CONNECTICUT'S PIONEER BROADCASTER

ONE RATE

One low uniform rate for all advertisers is WDRC's 10-year-old policy. The national rate is the same as that paid by the many local accounts who use this station consistently and profitably. WDRC, Hartford, Basic CBS for Connecticut.

CBS

KMOX Silenced Five Hours Over Employment of Woman

Network Calls It a 'Wildcat Strike' but IBEW Says It Was Authorized by National Union

KMOX, 50,000-watt CBS owned and operated station in St. Louis, was forced off the air from 3 p.m. to 8 p.m. last Tuesday by the walkout of the station's 21 technical employes.

Walkout, described by CBS as a "wildcat strike of the most deplorable kind", climaxed a controversy over the station's employment of a woman for training as a technician, which the St. Louis local of the International Brotherhood of Electrical Workers, to which all the KMOX technicians belong, claimed was in violation of its closed shop contract with the station.

Disputing the network's description of the walkout as a "wildcat strike", F. L. Hurd, an international representative of the IBEW, told BROADCASTING the action was authorized by the union's national headquarters. The men returned to work after five hours, he said, with the understanding that women are not to be trained for technical service at KMOX until a plan for such training has been worked out between the station and the IBEW local in St. Louis. If the parties are unable to agree locally, the matter will be considered by executives of CBS and of the union's national organization, he stated, and if there is still no agreement, which he said he thought extremely unlikely, it will probably be submitted for arbitration.

CBS Statement

The formal CBS statement, issued Tuesday night, reads as follows:

"The arbitrary walkout of engineers at our radio station KMOX, St. Louis, forcing the station off the air this afternoon, was in open defiance of our union contract and constitutes a wildcat strike of the most deplorable kind. The engineers give the employment by KMOX of a woman engineer as the reason for silencing the only clear channel station in the St. Louis area, with millions of listeners dependent upon it for broadcasting service.

"The fact is that KMOX's first step toward training women as replacements for men who may be called into the service was sanctioned in advance by the international office of the engineer's union, the IBEW. The capricious protest of the local engineers against a patriotic necessity, aimed at maintaining wartime radio service to listeners, is almost unbelievable.

"There are no differences whatever between KMOX and the engineers on wages, hours or working conditions.

"This is the first strike of its kind in broadcasting history, and has no base except discrimination against women at work in wartime."

A radically different picture of the situation was given by Mr. Hurd. Negotiations have been under way for six weeks or more between CBS and the IBEW, he said, to work out the many problems arising from the employment of women as temporary replacements for the technicians at the CBS M & O stations, all of whom are IBEW members, who are taken from their jobs for war duty.

Closed Shop Pact

The union, he stated, is happy to have its members used wherever and however they can best serve their country, but it is determined to protect their jobs and standards of employment until they are called away and to insure their reemployment after they return from wartime duties.

CBS has engaged women technicians, he said, in New York, Chicago and Boston, as the network is entitled to do under its general agreement with the union. But, he declared, this general contract does not apply in St. Louis, where there is a closed shop agreement which requires KMOX to apply to the IBEW when it wants to hire new technical employes.

When a woman was brought into KMOX, Mr. Hurd said, the supervisor, William E. Mansfield, refused to accept her, whereupon he was fired by the station manager, Merle Jones, who said any engineer at the station who refused to train the woman would also be dismissed.

Mr. Hurd said Mr. Jones had denied he had actually fired the supervisor. In any event the men refused to work with the woman on the ground that she had been engaged in violation of the IBEW contract with the station and when the management refused to dismiss her, the walkout occurred.

Chicago RWG Elects

CHICAGO LOCAL of the Radio Writers Guild at its first annual election voted George Roosen, of CBS, president; Fred Kress, freelance, vice-president; Pauline Hopkins, author of CBS *That Brewster Boy*, secretary; Jack Payne of MBS, treasurer. Council members elected in addition to the four officers are: Leslie Edgley of the BLUE, George Stellman of Blackett-Sample-Hummert, Arch Farmer of CBS, Ruth Walliser of MBS, Sidney Gerson, freelance, Louis Scofield freelance, Hugh Savage, Chicago attorney, was appointed by the Guild to conduct negotiations on behalf of the news writers with CBS.

DR. WALTER DAMROSCH, conductor and m.c. of the BLUE educational *Music Appreciation Hour*, now off the air, has been named music counselor to NBC, to serve in an advisory capacity for musical programs on that network.

War Spirit

TO MAKE employes more conscious of the importance of radio products to each of the armed forces, General Electric, Schenectady, workers' committee, headed by Fred Schoeffler, chairman, has started a V-7 program. Assembling to the tunes of martial music, at the initial ceremonies, each worker pledged never to relax their careful workmanship.

WNBC, Hartford

MODIFICATION of the license of WNBC, New Britain, Conn., to move its studios to Hartford, was granted last Tuesday by the FCC.

Dreier for Skelly

SKELLY OIL Co., Kansas City, is temporarily substituting Alex Dreier, former NBC Berlin correspondent, for Clifton Utley, effective June 22, on the Monday through Friday quarter-hour newscasts on 21 NBC Midwestern stations at 8-8:15 a.m. Mr. Utley will return after a 13-weeks absence. Agency is Henri, Hurst & McDonald, Chicago.

Huntington PA Bureau

PRESS ASSOCIATION Inc., AP radio subsidiary, has expanded domestic coverage by establishment of a bureau at Huntington, W. Va. Simultaneous with the opening of the new branch, special service was started by WBLK, Clarksburg; WCHS, Charleston; WSAZ, Huntington; and WPAR, Parkersburg, all stations being affiliated with the West Virginia Network.

"US RED RIVER VALLEY FOLKS HAS PLENTY OF 'BUCKS' TOO! OVER 600 MILLION OF 'EM IN EFFECTIVE BUYING INCOME! ASK WDAY, AT FARGO, HOW TO GIT A FEW."

WDAY
FARGO, N. D.
5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

WHEN YOU SEE *this*—

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Check WTAM'S cost two ways: First, divide the 15 minute Daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. Then check the Surveys for actual listeners. In Metropolitan Cleveland and all through the Area WTAM leads by a wide margin . . all day . . all night . . all week. It's this low cost *per ear* that makes WTAM the *first* choice of shrewd time buyers, coast to coast, for local, spot and network time.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Merchandising & Promotion

Blue Campaigns—Free Booklets—Miniature Towers
Autograph Books—Theatre Trailers

TO ADVISE listeners and the radio industry of their affiliation with the BLUE, eight New England stations, four of which joined the BLUE last week, and four whose BLUE affiliation has passed or is in the near future, are conducting extensive promotion campaigns through special announcements and five-minute recordings playing up BLUE shows.

Five outlets are broadcasting special local dedicatory programs featuring local talent and civic figures; two are conducting local listener contests for slogans; material has been mailed to advertisers and agencies with special BLUE stickers and novelties to timebuyers, and supplementary activities include trade paper, newspaper and outdoor advertising, postcards to listeners and window displays.

Joining the BLUE last week were four stations, WHDH, Boston; WELI, New Haven; WFCI, Providence, and WNAB, Bridgeport, Conn., all of which took part in the June 16 *This Nation At War* program on the BLUE, featuring a special welcoming address by Mark Woods, president of the BLUE. Other stations joining in the celebration are WNBC, Hartford, which became a BLUE affiliate three years ago; WMUR, Manchester, N. H., a new member of the BLUE last year; WSRR, Stamford, Conn., which joined April 15, and WSPR, Springfield, Mass., to become a BLUE outlet Sept. 27.

* * *

Band Leaders

LIFE STORIES and photos are featured in *America's Band Leaders*, 32-page booklet offered for 10 cents by Red Rock Co., Atlanta (soft drinks) on various local stations, through its agency, H. A. Salzman, New York. Agency first tested the premium offer on WNBC, Hartford. Booklet is also being offered as station promotion without commercial sponsorship on WCAU, Philadelphia, WBNS, Columbus; and WGAR, Cleveland.

* * *

Yankee at Drug Sessions

STARS of the Yankee Network are appearing at New England drug conventions, June 21-22. At the 61st annual convention of the Massachusetts Pharmaceutical Assn. and Traveling Men's Auxiliary at Swampscott, Sportscaster Jim Britt, Ruth Moss, Jack Stanley and John Metcalf are featured. At the convention of the Rhode Island Pharmaceutical Assn. and TMA at Watch Hill, Cedric Foster, news commentator, is featured speaker.

* * *

Up Pops a Tower

CURRENT version of the promotion gadgets of WIBW, Topeka, is a popup tower that pops up when the lid is taken off the box. Message on lid says, "Caution! Be sure to open with care—there's a radio transmitter tower inside!"

WFCI Blues

MARKING its affiliation last week with the BLUE, WFCI, Pawtucket, R. I., placed an exhibit in the show windows of the local David Harley Co., featuring pictures of BLUE stars on a rotating panel nine feet high. Also shown were a number of unidentified photos of favorite network personalities as part of a contest to name the persons pictured. Winners are to be awarded trips to New York with a tour of Radio City and Rockefeller Center. WFCI, to further its BLUE promotion has erected a nine-foot blue neon sign of its call letters and have completely redecorated its office, studios and reception room in that color. Local merchants cooperated with window displays also in the blue theme.

* * *

Autograph Books

AN AUTOGRAPH BOOK in which to place signatures of band leaders and their staffs, is offered gratis to listeners of *Band of The Week*, recorded program on WWRL, New York. Promotion is tied in with Gene Krupa, drummer-leader, who is featured on the cover of the book.

* * *

San Francisco Shorts

TRAILERS in the Nasser Bros. Theatres in San Francisco have been placed by KQW in which local and CBS network shows are featured.

BROCHURES

UNITED PRESS—Folder containing reproductions of typical news pages from South and Central American papers with UP news stories.

WNOX, Knoxville—Slateboard style promotion pieces giving results of recent survey conducted in Knoxville by U of Tennessee departments of merchandising and advertising.

WTMJ, Milwaukee—Yellow booklet in which findings of 64,591 telephone calls in a survey reveal WTMJ's popularity.

Purely PROGRAMS

TO STIMULATE public interest in old and new tunes which may be heard on phonograph machines operated by members throughout the county, the Cleveland Phonograph Merchants Assn. has contracted for 26 weekly recorded half-hours each Saturday beginning June 27 at 6 p.m. if there is no baseball game scheduled and immediately after the game otherwise. The broadcast will consist of the top five recorded tunes of the week and the memory tune requested for revival by the listening audience.

* * *

Sea Heroes

JOAN HARDING, commentator on WMAL, Washington, starts a weekly broadcast June 19 during the Friday, 3:35 p.m. period of *Men of the Sea*, five-times weekly program on BLUE. George Hicks, who interviews sailors and their officers on the series, will make his Friday broadcast at 9:45 p.m., leaving the afternoon spot to Miss Harding. Hicks will continue to seek thrilling stories from men of the merchant marine and the U. S. Navy, while Miss Harding will "cover" the Marine Corps.

* * *

Radio-Press Productions

FOSTERING increased goodwill with newspapers in nearby cities, WWVA, Wheeling, W. Va., is presenting a series of programs on the various steps being taken in the cities in connection with the war effort. The newspapers are asked to prepare and publicize the material for the broadcasts and in return, WWVA gives proper credit.

Aloha

AMERICAN servicemen in Hawaii provide the entertainment in *Hello From Hawaii*, CBS weekly series originating in Honolulu and produced by Webley Edwards, CBS correspondent. Each broadcast salutes a different State in the Union. Series presents band music, dramatic sketches and talks by enlisted men and officers. Several soldiers read letters for home, just before mailing them.

* * *

Vacation Dope

INFORMATION to vacationers as to where to spend their holidays, how to get there and hints to motoring vacationers on gasoline and tire conservation and careful driving, make up the new daily dinner time *Leisure Time* program on CKLW, Windsor-Detroit. Show is designed to facilitate vacationing with the conservation theme.

* * *

House Party

VARIETY keynoted the *Yankee House Party* which bowed in over WNAC, Boston, and the Yankee network, June 15. Talent included Bobby Norris and his orchestra, Ruth Owens, soprano, George Wheeler, tenor. Leo Egan, special events announcer, served as m.c. of the program.

Wagner for Waltz

GORDON WALTZ, production staff member of WLW, Cincinnati, received his biggest shock while supervising the broadcast last Wednesday of *Everybody's Farm*. Gordon was tip-toeing across the studio floor when the organist suddenly plunged into Wagner's Wedding March. It was Waltz' (not Wagner's) last broadcast before reporting to the Army Thursday morning and he had visions of a complete blow-up of his final program after a perfect six-year record. Just then a member of the publicity department started toward a microphone with Waltz' girl friend. The secret then came out—news of the Waltz' marriage Monday had leaked out and revelation was made part of his broadcast without his knowledge.

Broadcast Burlesque

A BURLESQUE of radio station practices is presented on MBS in a five weekly comedy series, *Station I. O. U.* Principal characters are a business manager, an announcer and a general handy man.

KIRO Aids Labor Drive In State of Washington

PRESSING NEED of the Washington farmer for farm labor was emphasized recently by KIRO, Seattle, in a drive in cooperation with the Dept. of Agriculture's state war board and the U. S. Employment Service. In the campaign for more workers, Bill Moshier, KIRO farm editor and publicity director, was appointed a special assistant to A. F. Hardy, state director of the employment service.

On May 30, KIRO broadcast a special panel conference in which Gov. Arthur B. Langlie proclaimed the ensuing week as "Farm Labor Week." Moshier then enlisted the aid of the press, radio, state board of public instruction, organizations and individuals in the campaign which was culminated June 6 with special ceremonies broadcast by KIRO.

Other stations cooperated with spot announcements and information while newspapers gave the drive complete backing with editorials and news stories. In the June 6 ceremonies which included a parade, KIRO participated.

Tinney Available

CAL TINNEY'S program, *Sizing Up the News*, sponsored on 72 MBS stations by Bayuk Cigars, Philadelphia, for "Phillies" since last August, is now available to the remaining MBS stations on a sustaining basis. Under the new setup, stations carrying the program as a sustainer will fill the time given to commercials, with patriotic messages of the same length. Program is heard thrice-weekly, 8 p.m. Agency is Ivey & Ellington, Philadelphia.

Availabilities on

MJB SHOW

ST. LOUIS KWK MUTUAL

ST. LOUIS' great multi-sponsored variety program with fifty-six weeks of continuous top audience popularity.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Kellogg Co., Battle Creek, Mich. (Cornflakes), *ta* weeks, 20 weeks, thru J. Walter Thompson Co., Chicago.
Procter & Gamble Co., Cincinnati (Lava), *ta* weekly, 28 weeks, thru Biow & Co., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
McKesson & Robbins, Bridgeport (Soretone), *ta* weekly, 22 weeks, thru J. D. Tarcher & Co., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), *ta* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
Wilson & Co., Chicago (Mor), *sa* weekly, 13 weeks, thru United States Adv. Corp., Chicago
National Biscuit Co., New York (Nabisco & Shredded Wheat), *sa* weekly, 13 weeks, thru Federal Adv. Agency, N. Y.
Gulf Oil Corp., Pittsburgh (insecticide Gulf Spray), 2 *t* weekly, 18 weeks, thru Young & Rubicam, N. Y.
McKesson & Robbins, Bridgeport (Bexel), 3 *ne* weekly, 13 weeks, thru J. D. Tarcher & Co., N. Y.
Wilson & Co., Chicago (Bakerite shortening), *sa* weekly, 13 weeks, thru U. S. Adv. Corp., Chicago.
E. L. Knowles, Springfield, Mass. (Rub-Ine), *sa* weekly, 13 weeks, thru Charles W. Hoyt Co., N. Y.
American Cigarette & Cigar Co., New York (Pall Mall), *sa* weekly, 7 weeks, thru Ruthrauff & Ryan, N. Y.

KRNT, Des Moines

California Fruit Growers, Los Angeles, 3 *sp* weekly, thru Lord & Thomas, Hollywood.
Fenn Bros., New York (Butter Brickle), *sa* weekly, thru BBDO, N. Y.
Chicago, Milwaukee & St. Paul R.R., Chicago, *ta* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Standard Oil Co., Chicago, *ta* weekly, thru McCann-Erickson, Chicago.
F. W. Woolworth & Co., New York, 3 *sp*, 13 *sa*, thru Lynn Baker Agency, N. Y.
Lever Bros., Cambridge (Vimms), *ta* weekly, thru BBDO, N. Y.

WNEW, New York

I. Lewis Cigar Co., New York (Seidenberg Cigars), weekly *ne*, 36 weeks, thru Lewis Adv. N. Y.
American Tobacco Co., New York (Lucky Strike Cigarettes), 6 *sp* weekly, thru Lord & Thomas, N. Y.
Ironized Yeast Co., Atlanta, Ga., *ta*, 4 weeks, thru Ruthrauff & Ryan, N. Y.
Quaker Oats Co., Chicago (Sparkies), 12 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.
Pan American Coffee Bureau, New York (iced coffee), 25 *ta* weekly, 8 weeks, thru Buchanan & Co., N. Y.

WKZO, Kalamazoo

American Chicle Co., New York (Clove gum), 6 *ta* weekly, 17 weeks, thru Badger Browning, Boston.
Kellogg Co., Battle Creek, Mich. (Rice Krispies), 10 *sa* weekly, 20 weeks, thru J. Walter Thompson Co., Chicago.

WINS, New York

Martin J. Pollak, New York (*Soldier's Souvenir Handybook*), 12 *ta* daily, indefinitely, thru Emil Mogul Co., N. Y.
Lamont Forbes Co., Jersey City, N. J. (La Cumba Cordial, Cocktail), 6 *sa* weekly, thru Nachman & Co., N. Y.

KMPC, Beverly Hills, Cal.

Albers Packing Co., Riverside, Cal. (ripe olives), 2 *sp* weekly, thru Brisacher, Davis & Staff, Los Anyeles.
Seasonette Distributing Agcy., Pasadena, Cal. (food seasoning), 2 *sp* weekly, thru Eugene Rouse & Co., Los Angeles.

KDKA, Pittsburgh

Holland Furnace Co., Holland, Mich., 39 *t*, thru Stack-Goble Adv. Agency, Chicago.
Kerr Glass Mfg. Corp., Los Angeles, 50 *sa*, thru Raymond R. Morgan Co., Hollywood.
Lehn & Fink, New York (Hinds Honey & Almond Cream), 83 *sa*, thru William Esty & Co., N. Y.
Lady Esther Co., Chicago (cosmetics) 13 *sa*, thru Pedlar & Ryan, N. Y.
May-Stern Co., Pittsburgh (furniture), 130 *t*, 26 *sa*, thru J. Grant Co., Pittsburgh.
Olson Rug Co., Chicago, 52 *sp*, 52 *sa*, thru Presba Fellers & Presba, Chicago.
Procter & Gamble, Cincinnati (Oxydol), 60 *sa*, thru Blackett-Sample-Hummert, Chicago.

WRC, Washington

California Fruit Growers Exch., Los Angeles, *sa* weekly, 13 weeks, thru Lord & Thomas, Hollywood.
Kellogg Co., Battle Creek, Mich. (Rice Krispies), 130 *sa*, thru J. Walter Thompson Co., Chicago.
Macfadden Publications, New York (*Liberty*), *sa* weekly, one week, thru Erwin, Wasey Co., N. Y.

KFI, Los Angeles

O'Brien Candy Co., San Jose, Cal. (nutty brittle), weekly *ta*, thru Brisacher, Davis & Staff, San Francisco.
National Funding Corp. of Calif., Los Angeles (finance), 5 *sp* weekly, thru Smith & Bull Adv., Los Angeles.
Kerr Glass Mfg. Corp., Los Angeles (Mason jars), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Industrial Shipbuilding & Engineering Co., Los Angeles (trade school), weekly *t*, thru Chas. H. Mayne Co., Los Angeles.
National Biscuit Co., N. Y. (Shredded Wheat), 6 *ta* weekly, thru Federal Adv. Agency, N. Y.

KNX, Hollywood

Kellogg Co., Battle Creek, Mich. (Rice Krispies), 10 *ta* weekly, thru J. Walter Thompson Co., Chicago.
Lyon Van & Storage Co., Los Angeles (moving, storage), 6 *sp* weekly, thru BBDO, Hollywood.

WGN, Chicago

Holland Furnace Co., Holland, Mich. (repair, service), 3 *t* weekly, 13 weeks, thru Stack-Goble Adv. Agency, Chicago.

WMAL, Washington

Kellogg Co., Battle Creek, Mich. (Rice Krispies), 130 *sa*, thru J. Walter Thompson Co., Chicago.

WABC, New York

Curtis Publishing Co., Philadelphia (*Saturday Eve. Post*), 2 *sa* weekly, thru BBDO, N. Y.

WLS, Chicago

Gruen Watch Co., Cincinnati, 25 *sa* weekly, 52 weeks, thru McCann-Erickson Co., N. Y.
Shell Oil Co., New York, 5 *sa* weekly, 4 weeks, thru J. Walter Thompson Co., N. Y.
Adlerika Co., St. Paul (proprietary), 3 *sp* weekly, 52 weeks, thru Campbell-Mithun, Minneapolis.
Kerr Glass Co., Los Angeles (fruit jars, caps, jelly glasses), 5 *sa* weekly, 8 weeks, thru Raymond Morgan Co., Hollywood, Calif.
American Aircraft Institute, Chicago (trade school), 6 *sa* weekly, 13 weeks, thru M. A. Ring Co., Chicago.
Ironized Yeast Co., Atlanta (yeast), 6 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Olson Rug Co., Chicago, 3 *sa* weekly, 52 weeks, thru Presba, Fellers & Presba, Chicago.

WBBM, Chicago

Kellogg Co., Battle Creek (Rice Krispies), 3 *sp* weekly, 15 weeks, thru J. Walter Thompson Co., Chicago.
Chicago Sun, Chicago, 4 *sa* weekly, 13 weeks, thru MacFarland, Aveyard & Co., Chicago.
Curtis Pub. Co., Philadelphia (*Saturday Evening Post*), 3 *sa* weekly, 4 weeks thru BBDO, N. Y.
Swift & Co., Chicago (Silverleaf lard), 5 *sp* weekly, thru J. Walter Thompson Co., Chicago.
Procter & Gamble Co., Cincinnati (Oxydol), 7 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Goldenrod Ice Cream Co., Chicago, 6 *sa* weekly, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.
Universal Pictures, Chicago (current motion pictures); 12 *sa*, placed direct.

WJZ, New York

R. C. Williams & Co., New York (Royal Scarlet Food Products), 6 *sa* weekly, 2 weeks, thru Alley & Richards, N. Y.
Curtis Publishing Co., Philadelphia (*The Saturday Eve. Post*), 6 *sa*, 2 days, thru BBDO, N. Y.

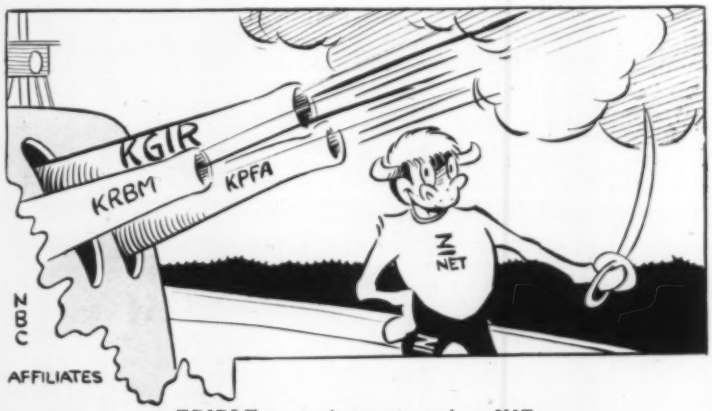
KHJ, Los Angeles

Coast Federal Savings and Loan Co., Los Angeles (finance), 15 *sp* thru Robert F. Dennis Inc., Los Angeles.

WWRL, New York

Cyprus Hills Swimming Pool, Long Island, 25 *sa* weekly, 4 weeks, thru Diener & Dorskind, N. Y.

LATEST SPORTS news and play-by-play accounts of games broadcast by Bob Elson, sports commentator of WGN, Chicago, are transcribed by WGN and sent to the OFF to be aired by the Army via shortwave to the armed forces overseas. Two all-star baseball games and the World's Series broadcasts will be included in the service.



TRIPLE power is sure to make a HIT.

Adv.

CBC MAY REVAMP NEWS FEE SETUP

CONSIDERATION is now being given to a new arrangement under which the Canadian Broadcasting Corp. would make payment for the news services supplied to it by the news agencies, CBC general manager Gladstone Murray told the Parliamentary Committee on Broadcasting at Ottawa June 16.

The gathering of news was becoming more costly and the finance committee was making an immediate study, Mr. Murray said.

The Canadian Press now has facilities through Press News Ltd. for selling its service to radio stations. He said the Canadian Press had to pay the Associated Press for news which it gave without charge to the CBC and was out of pocket to that extent.

The Canadian Press had indicated it was not seeking the full commercial rate which would be between $120,00 and $125,000 a year.

Mr. Murray said no application had been made by British United Press for revision of rates. "We owe a great debt of gratitude to both the Canadian Press and British United Press," he said. "I should be reluctant to see either service cut off."

Market Research Group Elects Roper President

ELMO ROPER, marketing consultant, New York, was elected president of the Market Research Council for the 1942-43 season at the Council's annual meeting June 12 at the Yale Club, New York. He succeeds Will S. Johnson, of Vick Chemical Co.

Dr. D. B. Lucas, professor of marketing at New York U, was named vice-president succeeding Mr. Roper, while Ray A. Robinson, director of research of Crowell-Collier Pub. Co., takes over Mr. Lucas' position as secretary-treasurer. John L. Bogert, vice-president in charge of research and development of Standard Brands, replaces Dr. Frank Stanton, CBS director of research, as executive committeeman-at-large. Arno H. Johnson, director of research of J. Walter Thompson Co., and a former president of the Council, retired as a member of the executive committee.

Instructors Announced For Workshop at NYU

REPRESENTATIVES of the Army, and of advertising and radio will discuss different phases of the role of radio in wartime in a series of lectures at New York U's summer Radio Workshop, which opens July 6 [BROADCASTING, May 11, 1942].

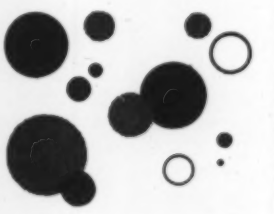
Speaking on successive Thursdays, starting July 9, will be: Lieut. Col. E. J. Kirby, chief of the radio branch of the Army Bureau of Public Relations; H. L. McClinton, vice-president of N. W. Ayer & Son, New York, who directed the Government series, *This Is War*; A. A. Schechter, NBC director of new and special events; William H. Fineshriber, program director of the CBS shortwave department; Ireene Wicker; Lyman Bryson, director of the CBS department of education.

Radio Advertisers

AMERICAN INSTITUTE of Food Products, New York, has added three sponsors to its five-weekly program, *Food Forum*, conducted on WHN, New York by Dr. Walter H. Eddy, president of the institute. New participating sponsors, making a total of nine sponsors in all, are: Mother Hubbard Distributors, New York (Golden Center Toasted Wheat Germ); Sodus Creamery Corp., Wolcott, N. Y. (Sodus Brand Creamed Cottage Cheese); Standard B Vitamins Inc., New York ("Major B," B Complex tablets). Agency for Mother Hubbard Distrib. is H. C. Morris & Co., New York and for Standard B Vitamins, Charles W. Hoyt Co., New York. Cottage cheese account placed direct.

AMERICAN TOBACCO CO., New York, sponsor of a six-weekly strip on the evening session of the recorded music program *Make Believe Ballroom*, on WNEW, New York, has bought an additional ten-minute strip on the morning show for Luckies. The twice-daily program is heard Monday through Saturday. Martin Block, who conducts the show, also does some announcing on CBS' *Hit Parade*, and NBC's *Kay Kyser Kollege of Musical Knowledge*, both aired on behalf of Luckies. Lord & Thomas, New York, handles the account.

EVANS FUR CO., Chicago (retail furriers), on June 8 replaced *Star Gazing* quarter-hour four nights weekly on WGN, Chicago, with Hugh Carson Monday and Tuesday, and Wendell Hall, Thursday and Friday, ballad singers. Contract is for 21 weeks. Agency is State Adv. Agency, Chicago.



When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES

Sponsors Galore

SAID by WHIT, New Bern, N. C., to be perhaps a national sales record the station reports that it is now broadcasting a weekly total of 91 sponsored United Press newscasts and features. J. Allen Brown, WHIT commercial manager, has received a letter from Walter Rundle, UP promotion manager, congratulating him on the sales report claiming that this was the largest number of sponsored UP news and features per week that the association had heard from anywhere.

HERMAN LEFKOE Co., Philadelphia (optical store), started a new series of daily news programs, 5 to 5:15 p.m. on WIP, Philadelphia, with Norman Jay presenting *News Before Supper*, started June 8. For many years a direct account, the new series is now handled by H. M. Dittman, Philadelphia.

MacFADDEN PUBLICATIONS, New York (*True Story* magazine), has started sponsorship of a thrice-weekly quarter-hour on *Make Believe Dance Land* on WCFL, Chicago. Agency is Arthur Kudner Inc., New York.

MOMENCE (Ill.) Chamber of Commerce has started sponsorship of a weekly quarter-hour of popular recordings, titled *Come to Momence* on WCFL, Chicago, to promote summer tourist trade. Account was placed direct.

LOS ANGELES UNION STOCKYARDS, Los Angeles, Cal. (livestock) has started a five week announcement campaign on KMJ, Fresno, Cal. Agency is Allied Advertising Agencies, Los Angeles.

M. L. PRESSLER, San Francisco (men's clothing), has renewed for 13 weeks its thrice-weekly newscast on KGO, San Francisco. Agency is Kelso Norman Organization, San Francisco.

CITY OF PARIS, San Francisco (department store) has renewed for 13 weeks its five-minute commentary program, five times weekly on KGO, San Francisco, placed direct.

FISHER FLOURING MILLS, Seattle, has started a weekly participation on *Bess Bye-Market Scout* program, on KFRC, San Francisco. Agency is Izzard Co., Seattle.

LOTITO BROS. WINERY, Roscoe, Cal., (West Coast wines), placing direct, is using three spot announcements per week on KIEV, Glendale.

New GE Appointments

APPOINTMENT of F. A. Ray and H. J. Mandernach to new assignments in the General Electric Radio, Television and Electronics Department, according to a recent announcement of P. A. Tilley, assistant manager of the receiver division. Ray, manager of the Musaphonic Division since its inception, has been named Eastern regional sales manager of the receiver division at Bridgeport, in addition to continuing as manager of Musaphonic Sales. Mandernach, GE district radio representative in the central west for the past six years, becomes a member of the headquarters staff in the Tube Sales Division of the GE Radio Television & Electronics Dept. at Bridgeport.

ACME BREWERIES, San Francisco and Los Angeles, trading as the California Brewing Assn., has received an amended and supplemental complaint from the Federal Trade Commission charging misrepresentation in advertising. The FTC previously issued a complaint in 1936, the case being closed without prejudice in 1937.

WMAQ is the station most Chicagoans listen to most.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.

WMAQ Chicago
Key NBC Network Station in Chicago
Represented by NBC Spot Offices in
New York Chicago Boston Washington Cleveland
Denver San Francisco Hollywood

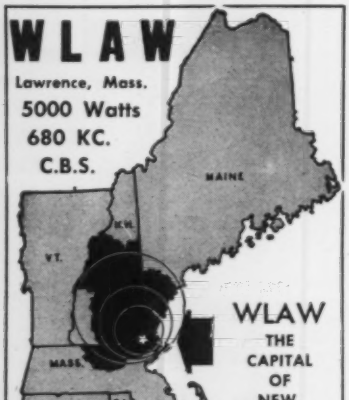
365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.



WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE

Nat. Rep., The Katz Agency

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

Columbia's Station for the
SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

Agencies

CARROLL NYE, after several weeks in New York, has been transferred back to Young & Rubicam's Hollywood office to head the West Coast publicity department. He replaces Jack Sayers, now in New York on a special assignment.

HUBBELL ROBINSON, New York manager of Young & Rubicam's talent department, is in Hollywood.

BERNARD WEINBERG, partner in the Milton Weinberg Adv. Co., following the death of his brother Milton on June 4 has assumed complete direction of the Los Angeles agency.

JOHN KRIMSKY formerly in the motion picture and theatrical field, has joined Buchanan & Co., New York, as account executive for Paramount Pictures.

FRANK SMITH, formerly vice-president in charge of production of Leo Burnett Co., New York, has joined Benton & Bowles, New York, as account executive.

JOHN L. VAN ZANT, for the last two years account executive of Lawrence H. Selz Organization, Chicago, has been named publicity director of the Chicago office of J. Walter Thompson Co.

GERRY GAGHAN, formerly with Associated Press in New York, is now office manager of Thos. J. LaBrum Agency, Philadelphia, replacing George Grossman, who has entered the Army.

RALPH DuBROWN, assistant manager of the Philadelphia branch of Redfield, Johnstone & McNevin, has joined the Army Air Force.

ROBERT A. McINNES, account executive of Robert F. Dennis Inc., Los Angeles, has taken a leave of absence and joined the OPA staff, working under Neil Petree, Southern California director.

JANE DOUGLAS, formerly New York magazine writer, has been appointed production manager-copy chief of Harry J. Wendland Adv. Agency, Los Angeles. She succeeds Park Woods, now a top-sergeant in the coast artillery on duty overseas. Hal Peterson, account executive of that agency, was recently inducted into the Army.

MORRIS LONDON, former secretary of United Service Adv., Newark, which recently merged with United Adv. Agency, Newark, has announced he will continue in the agency field as a partner of Yogg & Co., Newark.

AL HANSEN, commercial writer in the radio department of Young & Rubicam, New York, has joined the Navy as a yeoman.

CARTER-THOMSON Co., Philadelphia agency, will handle the affairs and accounts of Wettlin & Co., Philadelphia, for the duration. The Wettlin agency will remain inactive, Dan Wettlin Jr., president of the agency, having entered military service.

LOWELL MAINLAND, of J. Walter Thompson Co., has been appointed timebuyer and merchandising manager of the agency's San Francisco office. He succeeds Helen McGrath resigned.

HASSEL W. SMITH, radio director of the San Francisco office of Botsford, Constantine & Gardner, has been transferred to the Los Angeles office as local manager. He succeeded Welsey Farmer, recently inducted into the Army.

MURRAY BOLEN, for 3½ years Young & Rubicam producer of the weekly NBC *Jack Benny Show*, has resigned to join the production staff of Ruthrauff & Ryan, that city. It is understood he will assume direction of the comedy-drama featuring Edna Mae Oliver, recently auditioned as a summer replacement by Lever Bros. Co. (Rinso).

Agencies Offer Aid

OFFERING individual or collective support to the war effort, members of the National Advertising Agency Network adopted a unanimous resolution to accept without reservation whatever assignments the Government might require. The Network also named Henry J. Kaufman, its Washington member, as authorized representative for this purpose. Consisting of representatives in 26 cities, the group is composed of independent, non-competing advertising agencies rendering reciprocal branch-office service to one another.

WAR SAVINGS SPOTS SPONSORED BY BC

CONTRIBUTING to the effort to raise $800,000,000 in sales of War Bonds and Stamps during June and a billion in July is the B. C. Remedy Co., Durham, makers of BC headache powders who, according to the Treasury, have donated a "generous" portion of its paid time on approximately 225 stations throughout the country.

C. T. Council, president of the company that is considered to be one of the largest users of spot broadcasting, made the offer to the Treasury which, it was said, will enable the Government to reach hundreds of thousands of additional people.

Details of handling the company's donated time will be handled by C. Knox Massey, vice-president of the Harvey-Massengale advertising agency, Atlanta, who recently joined the Treasury War Savings Staff as special assistant in the southeast to Charles J. Gilchrist, chief of the radio section.

Westco Absorbed

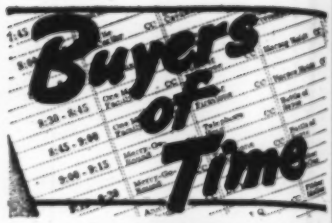
MERGER of Westco Adv. Agency, San Francisco, with Knox-Reeves Adv., Minneapolis, was announced in early June. Personnel of the former agency is being retained and will continue to be housed at 625 Market St., San Francisco. Office will continue to service the Sperry Flour Co. account and certain other Western-placed business of General Mills' products. Knox-Reeves Adv. also maintains New York offices.

New Blue Comment

FOURTH news series on the BLUE to be offered to network affiliates for participating sponsorship is Morgan Beatty's *Daily War Journal*, heard five times weekly 8-8:15 a.m. Available on this basis as of June 22, the BLUE reports that two stations have already signed sponsors for the newscasts, WOSH, Oshkosh, for Nolte-Haveman Feeds and Seeds and Pipkin Fuel & Supply Co., and WGAC, Augusta, Ga., for Maxwell Furniture Co.

MEL WILLIAMSON, Hollywood producer of Russel M. Seeds Co., on the NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobbaco Corp. (Raleigh), resigned that post to join the Army as lieutenant and flying instructor. He served in that capacity in the last war.

KNOLLIN ADV. Agency moved its San Francisco office June 22 to the One Eleven Sutter Bldg.



WALTER GUILD

WORKING toward his goal from both ends, sums up the story of Walter Guild, radio director, timebuyer and account executive of Sidney Garfinkel Adv. Agency, San Francisco. Walter started the first half of his career in vaudeville, and he can mention more one-night stands in a minute than the average person ever thought existed. His switch to radio was made when that industry was a babe in arms and before vaudeville curled up and blew away.

Walter's philosophy, that "advertising which only beats the drum but sells no medicine is not advertising at all", is based on early radio experience. As radio director and timebuyer today, he guides the "big medicine selling" of such agency accounts as Polar Brand Frozen Foods, Remar Baking Co., Gravem-Inglis Baking Co., El Dorado Oil Works, El Dorado Brewing Co., Haskin & Bros. & Co., Rosefield Packing Co. Growing up with radio, Wally learned a lot of things that are not found in books. Most important, he learned how radio shows can become "clicks" or "clucks".

AGENCY Appointments

CHARM-KURL Co., St. Paul, to Guenther-Bradford & Co., Chicago, using radio, newspapers and magazines. Account executive is H. Margulies.

GOULD-MOODY Co., New York (Black Seal glass base recording discs), to Jasper, Lynch & Fishel, New York. Radio is being considered. Trade papers in the radio, electrical and motion picture fields will be used.

AUSTIN TECHNICAL INSTITUTE, Newark, (home study courses), to Emil Mogul Co., New York. Extensive radio advertising is planned in addition to newspapers and periodicals. Spot announcements, five and fifteen-minute programs will be used.

Davis Assumes Government News Role

Appoints Eisenhower an Aide in Important Federal Post

(*Continued from page 12*)

Byron Price, director of censorship, in the performance of their respective functions "for the purpose of facilitating the prompt and full discussion of all available information which will not give aid to the enemy". Thus, Messrs. Price and Davis are delegated all of the war information powers, incoming and outgoing, divided as between censorship and news.

The authority to "review, clear and approve" all proposed radio programs, as well as other informational originations of Governmental agencies, reposes in Mr. Davis' full powers to coordinate Government radio, whatever the origin. The military services as well as the war-created agencies and the civilian agencies of the Government all will be subject to his policy direction on programming operations. Regular programs, special event features such as speeches, and transcriptions fall within his purview.

At this writing, there is no disposition to disturb Government programs now on the air. Industry observers, however, felt the new authorization would make for more efficient use of radio, with all programming operations cleared through a central source.

Military Order

The Executive Order specifies that Mr. Davis shall collaborate with the Defense Communications Board [now the Board of War Communications] headed by FCC Chairman Fly "in the performance of their respective functions for the purpose of facilitating the broadcast of war information to the peoples abroad." Word is expected shortly on the appointment by President Roosevelt of a three-man board to supervise the operation of the country's shortwave broadcasting system [BROADCASTING, June 15].

Coincident with the issuance of the order creating OWI, issued June 13, President Roosevelt also issued a military order transferring the foreign information activities of the Office of the Coordinator of Information to OWI. He also created the Office of Strategic Services, supplanting COI, to continue its functions of collecting secret and strategic information in foreign countries. Col. William J. Donovan, former head of COI, was named head of the new Office of Strategic Services, reporting only to the combined Chiefs of Staff and to the President.

Thus, all international broadcast activities were transferred to Mr. Davis' organization. The Office of the Coordinator of Inter-American Affairs, headed by Nelson Rockefeller, was in no way affected and will continue to handle the information service for Latin America. Shortwave operations also figure in that picture from the programming end.

FCC Chairman Fly, as head of BWC, said last week that an Executive Order shortly would issue from the President giving the plan of shortwave operation for propaganda service and explaining the BWC functions in the setup. He asserted the plan had been worked on for a long time in anticipation of the OWI order and that it was ready for the President's consideration.

As Much as Possible

Upon his arrival in Washington last Wednesday, Mr. Davis said simply that he hoped to have his office provide as much news as possible, as rapidly as possible, and as accurately as possible. He observed that through the authority granted in the Executive Order, the proper machinery had been provided to overcome the weaknesses of earlier information setups. Through this machinery, he declared, he hoped to be able to perform an effective job. Mr. Davis said he would not hold a press conference until "I have something to say, since I see no sense in wasting anybody's time."

Mr. Eisenhower is credited with formulation of the original plan for creation of OWI. It is understood the Bureau of the Budget called upon him, as an experienced Government administrator and information director, to cut a pattern for an overall Governmental wartime information agency. The plan as evolved, it was learned, varies somewhat from that originally proposed by Mr. Eisenhower but in broad essentials follows his recommendations.

Recognized as an ace administrator, Mr. Eisenhower three months ago resigned from the Dept. of Agriculture where he was Land Use Coordinator to assume the delicate task of evacuating Japanese as Director of the War Relocation Authority.

The Executive Order made special mention of elmination of overlapping and duplication of any department or informational activity regarded by Mr. Davis as not necessary or useful to the war effort.

The Office of Government Reports, headed by Lowell Mellett, Administrative Assistant to the President, is absorbed in the new OWI. It is expected, however, that Mr. Mellett will continue to direct the essential policies of that organization in addition to his duties as one of the chief assistants to the President. Mr. Mellett, among others, had been mentioned for the top information post, before the President finally prevailed upon Mr. Davis to accept it.

Mr. Eisenhower was born in Abilene, Kan. in 1899, and graduated from Kansas State College in 1924.

Active Career

He was assistant professor of journalism at Kansas State in 1924, served as American Vice Consul at Edinburgh, Scotland, from 1924 to 1926, and became assistant to the Secretary of Agriculture 1926-1928. From that time until 1940, he served as director of information of the Dept. of Agriculture and doubled as Land Use Coordinator from 1937 until his assignment to the War Relocation Authority.

During his early days with Secretary of Agriculture Jardine, Mr. Eisenhower was one of a group of young Government and trade association officials interested in radio, and especially in its educational and public affairs reporting possibilities. This group included Sam Pickard, first chief of the Department's radio service and afterward a member of the Federal Radio Commission; Frank M. Russell, then assistant to Secretary Jardine and now NBC Washington vice-president; Harry C. Butcher, then information man for the National Fertilizer Assn. and until he was called to active duty in the Navy last month, Washington vice-president of CBS.

Mr. Eisenhower's interest in matters journalistic, both by press and radio, kept him in close touch with Frank E. Mullen, now vice-president and general manager of NBC, who was then (1927-28) farm director of the new NBC network. Mr. Eisenhower figured prominently in the negotiations for Department participation in the *National Farm & Home Hour*, which Mr. Mullen started in October, 1928.

When Mr. Eisenhower moved from the office of the Secretary to the directorship of information in 1928, he kept a close watch on the development of the network program and of services to individual stations which made the Department for years far and away the most extensive user of broadcasting facilities in the Government. Information service to farmers and homemakers was inaugurated over networks and stations.

His interest in radio continued after he left the active work of the director of information to concentrate on the job of Coordinator of Land Use, as administrative trouble-shooter and hard-nut cracker for Secretaries Wallace and Wickard. In the coordinator's job, Mr. Eisenhower continued to make use of radio to explain the Department's complex attack through the democratic device of land use planning on the large problems of the depression years in adjusting copping and tenure systems on the land. He regularly appeared on the *Farm & Home Hour* and is thoroughly conversant with all phases of radio programming operations.

HOOSIERS HONORED

Davis, Price, Mellett Fete By Indianans

INDIANA'S three sons who are now in command of the nation's war news will be honored next Thursday night, June 25, when newspaper and radio men with a Hoosier background pay homage to Elmer Davis, director of the new Office of War Information; Byron Price, director of the Office of Censorship; and Lowell Mellett, director of the Office of Government Reports, now absorbed by the OWI, at a banquet in the Willard Hotel, Washington.

All members of the press and radio who are from Indiana or who have worked there have been invited. Committee in charge of the dinner is Mark Thistlewaite, *Indianapolis News*, chairman; Paul Wooten, *New Orleans Times Picayune*, treasurer; Rep. Louis Ludlow (D-Ind.); Labert St. Clair, formerly of AP; Robert D. Heinl, Radio News Service; Everett C. Watkins, *Indianapolis Star;* Daniel W. Kidney, *Indianapolis Times.*

McCosker Is Mentioned For Governor of N. Y.

SPECULATION has been aroused in the broadcasting industry by a story in Danton Walker's syndicated column on June 17 reporting that Alfred J. McCosker, president of WOR and chairman of the board of MBS, is a possible candidate for the Democratic nomination for Governor of New York State.

"Is Alfred J. McCosker, president of WOR and chairman of Mutual Broadcasting, the Democratic dark horse for New York's Governor? McCosker, it seems, is persona grata with FDR and Jim Farley and a personal and political friend of four out of seven of Kennedy's new Tammany Hall steering committee which includes Alfred E. Smith and Bob Wagner."

When queried about the item in Walker's column, Mr. McCosker had no comment to make.

Observers pointed out that this is not the first time Mr. McCosker has been mentioned as a potential political figure. Several years ago he was approach by a committee which wanted him to run for mayor of New York City. He turned them down.

Low-Down On Elmer Davis

(*Continued from page 12*)

sions. This, it may be said, entails the employment of editorial judgment, and is thus abhorrent to the self-denying ordinances which radio stations have imposed on themselves."

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"If radio news editors have on the whole shown considerably better judgment in the past two or three years than those of newspapers (and I believe this cannot be denied), it is probably because radio is a comparatively recent news medium; and indeed only became a recognized vehicle of general news, as distinguished from special events, when the present world situation was sharpening itself toward a crisis and the maneuvers of foreign propaganda agencies were becoming apparent."

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"No sponsor has ever made the slightest attempt to influence treatment of the news in any way; nor, if he had so attempted it, would he have got anywhere. The only difference between a sponsored and a sustaining program is that on the sponsored program there is forty seconds less of news, to make time for the commercial."

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"Occasionally material appears on the press association wires which is marked 'not to be broadcast'; usually there is good reason for this prohibition and of course we obey the order whether the reason seems good to us or not. * * * To that sort of Government censorship no one objects; but any other sort of Government censorship, whether positive or negative, would be as abhorrent to anyone in the news branch of radio as it would be to newspaper editors, and in my opinion would be quite as injurious to the public interest."

•

"Need for Government allocation of the air channels is obvious; but my experience and observation in radio would not suggest that any advantage could be gained by Government control over news or other programs, whether such control were exercised directly or indirectly. The editorial supervision in the office of which I have spoken is exercised with no other purpose than giving the most accurate possible news picture to the listeners. There has never been the faintest idea of giving the public what we think they ought to believe is true, or what we should like to believe is true; but only what seems to us to be true."

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"No doubt the private executives who at present control (under restrictions) the radio industry have made some mistakes; they are human beings. But any governmental authority which might take their place would also be composed of human beings, whose infallibility could not be too confidently predicted. Such a change in the control of radio might remove some temptations, but at the expense of importing others; and so far as my experience and observations go, radio news executives do not yield to any temptations that may exist now, but are animated only by an honest desire to present the news as it actually is. Under a Government commission, however high-minded its personnel, there would be constant danger that presentation of the news might be subject to other influences.

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"Somebody—Julian Huxley, if I remember—has suggested that in the ideal state radio would be controlled by the Government, but that the Government would maintain two networks; one speaking for the administration, the other for the opposition. I am afraid that in such cases the Government officials who controlled the opposition radio, and who would doubtless hope for eventual advancement in the Government service, would be under temptation, whenever any hotly disputed issue came up, to throw the game. No such temptation can exist in the present system of radio under competitive private operation."

TEXT OF WAR INFORMATION ORDERS

FULL TEXT of the June 13 Executive Order consolidating certain war information functions into an Office of War Information follows:

In recognition of the right of the American people and of all other peoples opposing the Axis aggressors to be truthfully informed about the common war effort, and by virtue of the authority vested in me by the Constitution, by the First War Powers Act, 1941, and as President of the United States and Commander in Chief of the Army and Navy, it is hereby ordered as follows:

Agencies Involved

1. The following agencies, powers, and duties are transferred and consolidated into an Office of War Information which is hereby established within the Office for Emergency Management in the Executive Office of the President:

a. The Office of Facts & Figures and its powers and duties.

b. The Office of Government Reports and its powers and duties.

c. The powers and duties of the Coordinator of Information relating to the gathering of public information and its dissemination abroad, including, but not limited to, all powers and duties now assigned to the foreign information service, outpost, publications, and pictorial branches of the Coordinator of Information.

d. The power and duties of the Division of Information of the Office for Emergency Management relating to the dissemination of general public information on the war effort, except as provided in paragraph 10.

2. At the head of the Office of War Information shall be a Director appointed by the President. The director shall discharge and perform his functions and duties under the direction and supervision of the President. The director may exercise his powers, authorities, and duties through such officials or agencies and in such manner as he may determine.

3. There is established within the Office of War Information a Committee on War Information Policy consisting of the director as chairman, representatives of the Secretary of State, the Secretary of War, the Secretary of the Navy, the Joint Psychological Warfare Committee, and of the Coordinator of Inter-American Affairs, and such other members as the director, with the approval of the President, may determine. The Committee on War Information Policy shall formulate basic policies and plans on war information, and shall advise with respect to the development of coordinated war information programs.

4. Consistent with the war information policies of the President and with the foreign policy of the United States, and after consultation with the Committee on War Information Policy, the director shall perform the following functions and duties:

List of Duties

a. Formulate and carry out, through the use of press, radio, motion picture, and other facilities, information programs designed to facilitate the development of an informed and intelligent understanding, at home and abroad, of the status and progress of the war effort and of the war policies, activities, and aims of the Government.

b. Coordinate the war information activities of all Federal departments and agencies for the purpose of assuring an accurate and consistent flow of war information to the public and the world at large.

c. Obtain, study, and analyze information concerning the war effort and advise the agencies concerned with the dissemination of such information as to the most appropriate and effective means of keeping the public adequately and accurately informed.

d. Review, clear and approve all proposed radio and motion picture programs sponsored by Federal departments and agencies; and serve as the central point of clearance and contact for the radio broadcasting and motion picture industries, respectively, in their relationships with Federal departments and agencies concerning such Government programs.

e. Maintain liaison with the information agencies of the United Nations for the purpose of relating the Government's informational programs and facilities to those of such nations.

f. Perform such other functions and duties relating to war information as the President may from time to time determine.

5. The director is authorized to issue such directives concerning war information as he may deem necessary or appropriate to carry out the purposes of this order, and such directives shall be binding upon the several Federal departments and agencies. He may establish by regulation the types and classes of informational programs and releases which shall require clearance and approval by his office prior to dissemination. The director may require the curtailment or elimination of any Federal information service, program, or release which he deems to be wasteful or not directly related to the prosecution of the war effort.

6. The authority, functions, and duties of the Director shall not extend to the Western Hemisphere exclusive of the United States and Canada.

7. The formulation and carrying out of informational programs relating exclusively to the authorized activities of the several departments and agencies of the Government shall remain with such departments and agencies, but such informational programs shall conform to the policies formulated or approved by the Office of War Information. The several departments and agencies of the Government shall make available to the director, upon his request, such information and data as may be necessary to the performance of his functions and duties.

8. The director of the Office of War Information and the Director of Censorship shall collaborate in the performance of their respective functions for the purpose of facilitating the prompt and full dissemination of all available information which will not give aid to the enemy.

Cooperative Functions

9. The director of the Office of War Information and the Defense Communications Board shall collaborate in the performance of their respective functions for the purpose of facilitating the broadcast of war information to the peoples abroad.

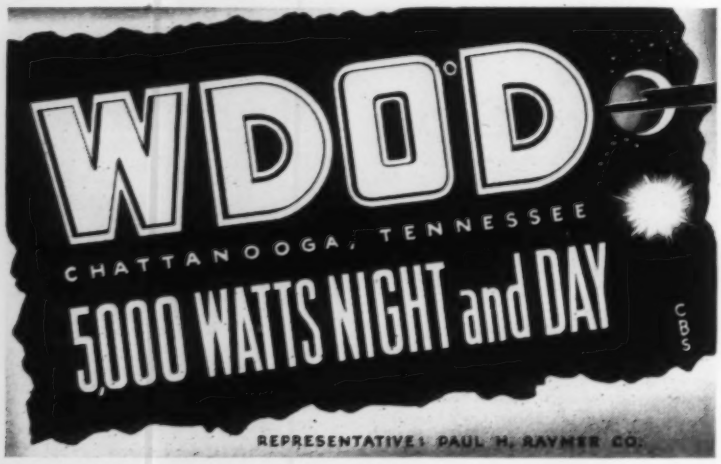
10. The functions of the Division of Information of the Office for Emergency Management with respect to the provision of press and publication services relating to the specific activities of the constituent agencies of the Office for Emergency Management are transferred to those constituent agencies respectively, and the Division of Information is accordingly abolished.

11. Within the limits of such funds as may be made available to the Office of War Information, the Director may employ necessary personnel and make provision for the necessary supplies, facilities and services. He may provide for the internal management and organization of the Office of War Information in such manner as he may determine.

Records Transferred

12. All records, contracts, and property (including office equipment) of the several agencies and all records, contracts, and property used primarily in the administration of any powers and duties transferred or consolidated by this order, and all personnel used in the administration of such agencies, powers, and duties (including officers whose chief duties relate to such administration) are transferred to the Office of War Information, for use in the administration of the agencies, powers, and duties transferred or consolidated by this Order; provided, that any personnel transferred to the Office of War Information by this Order, found by the Director of the Office of War Information to be in excess of the personnel necessary for the administration of the powers and duties transferred to the Office of War Information, shall be retransferred under existing procedure to other positions in the Government service, or separated from the service.

13. So much of the unexpended balances of appropriations, allocations, or other funds available for the use of any agency in the exercise of any power or duty



transferred or consolidated by this order or for the use of the head of any agency in the exercise of any power or duty so transferred or consolidated, as the Director of the Bureau of the Budget with the approval of the President shall determine, shall be transferred to the Office of War Information, for use in connection with the exercise of powers or duties so transferred or consolidated. In determining the amount to be transferred, the Director of the Bureau of the Budget may include an amount to provide for the liquidation of obligations incurred against such appropriations, allocations, or other funds prior to the transfer or consolidation.

FULL TEXT of the Military Order accompanying the Executive Order follows:

By virtue of the authority vested in me as President of the United States and as Commander-in-Chief of the Army and Navy of the United States, it is ordered as follows:

1. The office of Coordinator of Information established by Order of July 11, 1941, exclusive of the foreign information activities transferred to the Office of War Information by Executive Order of June 13, 1942, shall hereafter be known as the Office of Strategic Services, and is hereby transferred to the jurisdiction of the United States Joint Chiefs of Staff.

2. The Office of Strategic Services shall perform the following duties:

a. Collect and analyze such strategic information as may be required by the United States Joint Chiefs of Staff.

b. Plan and operate such special services as may be directed by the United States Joint Chiefs of Staff.

3. At the head of the Office of Strategic Services shall be a Director of Strategic Services who shall be appointed by the President and who shall perform his duties under the direction and supervision of the United States Joint Chiefs of Staff.

4. William J. Donovan is hereby appointed as Director of Strategic Services.

5. The Order of July 11, 1941 is hereby revoked.

VEGETOLE SERIES PLACED BY ARMOUR

ARMOUR & Co., Chicago (Vegetole shortening), has placed 13 one-minute transcribed announcements on 90 Southern stations to run June 25 and 26 and July 9 and 10, announcing a jingle contest with War Bonds for prizes. Agency is Lord & Thomas, Chicago. Stations are:

KFEQ WHMA WGST WSGN WDOD WGCM WBHP WROL WCOC WALA WCOA WAIM WWNC WCSC WAYS WIS WRTM WDNC WFNC WOLS WGNC WBIG WMRC WLVA WGH WTAR WRAL WMBG WSTP WORD WMFD WGTM WSJS WGAC WRPL WMBR WMAZ WQAM WDBO WSUN WTOC WFLA WJNO WFAA KEEW KGBS KRRV KPRO KPLT KRIS KGKB KRBC KGKL KWFT KVSO KCRC KBIX KHBG WBBZ KGFF WGPC WTAL WGOV KALB KNOW WJBO KROD KLUF KTRH KPLC KMLB KFDM WSMR KTSA KTBS KCMC WACO WJBL WKPT WOPI WDBJ KGNC KFPW WJPR KFFA KLRA KFYO WREC KOMA KTUL.

KRMD to Blue July 1; KUTA to Raise Rates

KUTA, BLUE affiliate in Salt Lake City, on June 22 began operations with 5,000 watts on 570 kc. day and night, and on July 1 will increase its evening hour rate to $160. The station has heretofore operated on the same frequency with 250 watts day and 1,000 night, and was available to advertisers with KLO, Ogden, at a rate of $200 per evening hour. KLO ceases its affiliation with the BLUE Aug. 31.

The BLUE also announced that KRMD, Shreveport, La., will join the network as part of the South-central Group on July 1 instead of Sept. 1 as originally announced. One of the BLUE's Pacific stations, KTKC, Visalia, Cal., has increased its power from 920 kc. on 1,000 watts to 940 kc. on 5,000 watts day and night.

Studio Notes

TALL CORN Sweepstakes will be conducted for the sixth annual occasion jointly by WHO, Des Moines, and the Iowa State Fair during the fair scheduled for late in August. The station and the fair's board jointly share the $250 in cash awards and WHO also presents the Col. B. J. Palmer trophy to the exhibitor of the tallest stalk of corn. At the same time, WHO announced its intention to discontinue the Corn Belt plowing matches for the duration to effect conservation of rubber and fuel oils.

CELEBRATING its tenth year on the air over WCLE, Cleveland, the National School of Radio Broadcasting produced by the Cleveland Radio and Dramatic Arts School presented a one-hour show June 13 featuring talent developed by the school. Mildred Claire Boltey, conductor of the school, served as m.c.

WLS, Chicago, has a troupe of 11 entertainers of the *National Barn Dance* cast on a USO camp circuit, now playing in New England.

WTTM, Trenton, on June 22 turns over its full facilities to the Treasury for sale of War Bonds and Stamps. From sign on to sign off only the Treasury will be promoted, sponsors cooperating in the plan. From 8-9 p. m. the station will present a variety show. Under tentative plans Governor Edison will deliver a five-minute talk on the show. Booths will be set up in the city to be manned by WTTM employes and volunteers.

SUMMER RADIO Institute of NBC-Chicago and Northwestern U, to open June 22 for eight weeks, has enrolled 100 students from 18 states and Canada and representatives of seven stations. Faculty members are Albert Crews, director of the Institute and of Northwestern U *Radio Play Shop*; Allen Miller, production director of KWSC, Pullman, Wash.; Martin Magner, producer; Charles C. Urquhart, assistant production director; Judith C. Waller, public service program director, of NBC-Chicago.

RECOGNIZING the importance of song in victory, WLAC, Nashville, has started a program called *Songs for Victory*, featuring the songs that soldiers sing. Ruth Douglas, station vocalist, leads an audience participation in a local theatre. Mary Elizabeth Hicks serves the organ accompaniment and the program is sponsored by the Modern Retreaders, Tennessee tire treading concern.

WHOM, Jersey City, has signed a contract with American Communications Assn. (CIO), covering English and foreign-language announcers, following a two-year period of negotiations and labor board proceedings. Technicians at the station are already under an ACA contract.

W63NY, FM station of WHN, New York, has started twice-daily 10-minute summaries of UP and AP news, with Richard Dorf announcing. The news originates in the newsroom of WHN, and is piped by high-fidelity telephone lines to the FM transmitter at Clifton, N. J.

ADVICE to the foreign-born who wish to become naturalized Americans is offered by Sidney Eckstein, authority on naturalization, on *How to Become an American Citizen*, weekly program presented on WWRL, New York, in cooperation with the National League for American Citizenship.

KGHL Billings, Mont., presents school board members along with classroom groups when *In Our Schools* goes on the air. Radio adaptations of typical classroom projects are reported with youngsters reciting instructions on such topics as fire drills, health, dramatics and history of the community. Broadcast is every Thursday, 3 p.m., direct from schools.

HOME FRONT news is broadcast daily by the *OCD Reporter* over WKBZ, Muskegon, Mich. With a background of continual martial music, the announcer reads the daily schedule of meetings, timely calls for volunteers, news from local, state and national fronts and any other news connected with America's war effort at home.

WSUI, U of Iowa station at Iowa City, has released a printed program schedule with reviews of summer programs giving information on the Navy, RAF, civilian war activities and interpretations of current wartime regulations.

Tank Takes

TANKS are not usually known for their test radio reception but there is a strange case reported of one on maneuvers in North Carolina which picked up an experimental broadcast by W9XLA, KLZ's shortwave transmitter in Denver. Harvey Wehrman, chief engineer of the Denver station, has a letter from an Army officer who reported reception of a strong signal while cruising with his tank division in the hills of North Carolina.

TO DEMONSTRATE that American women can not only "take it" but "dish it out," weekly interviews with women contributing to the war effort are presented on WMCA, New York under the auspices of the Citizens' Committee for Army and Navy.

FIRST OUTING of the BLUE Athletic Assn., was held at the Crescent Country Club, Huntington, L. I. June 23. NBC Athletic Association held its annual outing there the same day for all staff members of the networks.

FIRST SECULAR address by William Temple since his enthronement as Archbishop of Canterbury will be heard exclusively on CBS June 21, 4-4:30 p.m. from London.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

OVERHEARD IN FRESNO

"Al, have you heard the new BLUE NETWORK station?"

"And how! Booms in like a local station right in the middle of the dial!"

"I'll say you can't miss it, no matter where you dial you run right into it!"

KTKC
"Voice of The San Joaquin"
VISALIA-FRESNO, CALIF.
NOW
5,000 WATTS - 940 KC.

BASIC BLUE NETWORK
Represented by
William G. Rambeau Co.
Pacific Coast — W. S. Grant Co.
CENTRAL CALIFORNIA'S ONLY FULL TIME CLEAR CHANNEL STATION

Quick Shortwave Action Not Favored in Canada

THE DOMINION Government has frequently considered the establishment of a highpower shortwave system, but is not convinced this is the proper time to go ahead with such a project, Munitions & Supply Minister C. D. Howe, under whose jurisdiction comes the Radio Branch, Department of Transport, told the Parliamentary Committee on Radio Broadcasting at Ottawa. He is reported to have stated that he thought the propaganda value of shortwave broadcasting is exaggerated.

The British Broadcasting Corp. had proposed that Canada establish a system supplementary to the BBC system, Mr. Howe told the committee. Britain would bear the cost of foreign propaganda broadcasting and possibly share the capital cost. Dr. A. Frigon, CBC assistant general manager, told the committee he had learned only recently that if Canada placed an order now for two transmitters delivery could be obtained within 10 months, but that any delay might mean that transmitters would no longer be immediately available.

Gillespie Aids Salvage

WILLIAM C. GILLESPIE, vice-president and general manager of KTUL, Tulsa, has been appointed state radio chairman of the rubber collection drive, according to W. G. Skelly, state chairman of Oklahoma's scrap rubber campaign and principal owner of KVOO, Tulsa.

NOT MUCH SELL, SIR, IN BROMO (Ky.)!

Maybe we're not telling you a thing — but there's darn little sales fizz in towns as small as Bromo and Alka (Ky.)! On the other hand, the Louisville Trading Area, with 57.1% of the State's spending power, is really bubbling over with sales! . . . That's what you get at lowest cost, when you use WAVE—the only NBC station within 100 miles! Shall we shake up some, sir, for you?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

WHAT'S WRONG IN the ABOVE PHOTO?
MAYBE IT WAS THE CAMERA.
Candid Shot of those two HEP CATS - STEVE and BOB in ACTION!

WINNING CARTOON in a recent contest conducted by WCAR, Pontiac, Mich., in which listeners were asked to draw their interpretation of *Music In The Afternoon*, a daily platter show with a zany twist, was the entry of G. C. Burgess, an amateur cartoonist. The two characters in the drawing are Bob Mabry and Steve Ryan, emcees of the program.

BLUE SALUTES KTKC INCREASE TO 5 KW.

STEPPING up its power from 1,000 watts to 5,000 fulltime on 940 kc., KTKC, Visalia-Fresno, Cal., was accorded a special dedicatory program last Tuesday night by the BLUE Network. On the occasion KTKC studios and the new transmitter building were thrown open to public inspection throughout the day.

Charles P. Scott, station manager, reports that the five-year rise of KTKC from a 250-watt local to its present fulltime regional status now gives it a primary signal through San Joaquin Valley to Oregon, Nevada and Arizona.

National sales representative of KTKC is Wm. G. Rambeau Co. with the W. S. Grant Co. handling Pacific Coast representation. Charles A. Whitemore is KTKC general manager.

WGES and WSBC, Chicago foreign language stations, on June 14 commemorated United Nations Day by presenting an illuminated scroll, enscribed with a "pledge of loyalty" and signed by 34 program directors, to President Roosevelt.

One of New England's best mail pulling stations — per inquiry cost far below national average.

WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

WORCESTER DRILLS
But WTAG Listeners Think It's a Real Attack

ANXIOUS to avoid any repetition of the confusion and panic that resulted from the historic Orson Welles' "Martian Invasion", WTAG, Worcester, recently went to great lengths to inform its audience that a forthcoming description of a simulated raid was no more than a drill to familiarize local defense divisions with raid procedure.

The actual broadcast was handled by Barry Barents and a special events crew and described the "explosion" of a delayed action bomb at a Worcester intersection, arrival of emergency units and demolition squad, and other work of the ARP in removing the "wounded".

However, despite the repeated assurances that the attack was a fake, the WTAG switchboard was deluged with anxious calls for lists of the injured, many saying that they were in the area under attack.

To Honor Hughes

JOHN B. HUGHES, MBS commentator on the West Coast, will be honored by prominent Chinese for his work on behalf of China, in a special MBS broadcast Monday, June 22, 7:15-8:30 p.m. from the Chinese junk, *Amoy*, moored off New Rochelle, N. Y. on Long Island Sound. Taking part will be Dave Driscoll, special features director of WOR, New York, and Alfred Nilson, WOR engineer, owner of the junk, who lives aboard the craft with his family.

ASCAP To Exceed Million In Royalty
Quarterly Payments Approach Highs Of Best Past Years

ASCAP'S royalty payments for the second quarter of 1942 will be well over $1,000,000, the Society reported last week, approaching the highs of 1939 and 1940 when the second quarter dividends totalled $1,132,000 in each of those years.

Exact amount that will be distributed to ASCAP members for the spring months of this year is not known yet as the network checks have not been received, ASCAP explained. Dividend will be passed by the Society's board at its meeting this coming Thursday. The board did not meet last week, since Deems Taylor, ASCAP president, was out of town.

700 Station Licenses

Approximately 700 stations have taken out one of the various types of ASCAP licenses, it was stated, with about 50 or 60 additional stations which are considered as potential licensees. A number of licenses received recently from stations are credited by ASCAP to its new program service, which has evoked favorable comments from many stations. Quite a number of stations have written ASCAP to say they have already secured one or more sponsors for the musical programs received from the Society, according to Robert L. Murray, director of ASCAP's public relations program and originator of the script service plan.

As an additional aid to stations using the scripts, he said, the fall series will include listings of the transcriptions of the various songs included in the scripts as well as phonograph records. His staff is now working on a similar series of 10-minute programs, for use after five-minute news periods, he reported, which will probably be ready for distribution by fall. Comments and suggestions made by broadcasters on questionnaires recently sent them by ASCAP are being carefully studied. Mr. Murray stated, and will undoubtedly result in other additions to and improvements in the service.

Harold A. Dellon

HAROLD A. DELLON, 55, composer of popular songs and a radio entertainer in the early days, died June 14 of a heart ailment in Cleveland. Founder of the Harold Dellon Music Co., an affiliate of BMI, and manager of the T. B. Harms Music Co. in New York, Mr. Dellon wrote among other songs, "Just Plain Folks", "Little White Church on the Hill", "Everybody Loves My Baby" and "There Never Was a Girl Like Mary".

WINS NEW YORK
CP 50,000 WATTS • 1000 KC
NEW YORK'S BEST SPOT BUY!
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Fly Opposes Sanders Bill Provisions

Points Out Objections At Hearing Before House Group

(Continued from page 10)

panies to raise rates rather abruptly, which he opposed. He said AT&T wanted to maintain its $9 dividend by increasing rates and asserted while he thought the company should have a fair return, it should not be possible for it to pass this on to "an overburdened public" just to maintain a dividend. The Bell System can pay this dividend out of its surplus for many years, without increasing rates and taking it "out of the hides of the people in wartime", he said.

Rep. McGranery (R-Pa.) interrupted to inquire of Chairman Lea whether "any of this testimony relates to the Sanders Bill". Chairman Lea asserted he felt it did not directly cover the subject matter, but Mr. Fly interjected that the bill proposed a drastic reorganization of the FCC and that he thought the Committee should be thoroughly familiar with the functioning of that agency. He said he would feel "derelict" if he didn't tell the Committee "what you're operating upon".

New Problems to Arise After War Is Over

Rep. Kennedy (D-N.Y.) observed that the testimony, while interesting, nevertheless did not go to the merits of the Sanders Bill. With what Committee members had previously characterized as a "filibuster" broken, Chairman Fly discussed broadcasting licensing, having devoted practically all of his previous testimony to aspects other than broadcasting. He said this constituted one function in all of the FCC's work and that it was today "a relatively minor function."

When the war is over, Mr. Fly asserted, broadcasting and related services will be confronted with a new set of problems. He predicted both FM and television would remake the entire system of commercial radio. "We are going to have an industry there that is ready to go," he said. "These are the things that will dominate the broadcasting field in the future years."

Chairman Fly loosed another tirade against the "two or three special interests in the broadcasting field" sponsoring the Sanders Bill. He charged that no support had come from common carriers and that the only ones espousing the legislation apparently want "less attention".

When Mr. McGranery observed that the bill in no way affected common carriers, Chairman Fly nevertheless said that he thought it came from "ill grace for these two or three broadcasting interests" to foster the bill.

Rep. Sanders (D-La.), as author of the bill, asserted that with the exception of paragraph 7, calling upon the FCC to report to Congress on certain controversial issues, the bill was drafted by the Federal Communications Bar Assn. He said he understood attorneys representing common carriers were members of that association.

The whole pitch of the proceedings became tense when Chairman Fly charged that the Bar Assn. was "dominated by these broadcasting interests". He charged that certain "special forces in broadcasting have come forward here to support the legislation".

Says Broadcasters Put on False Front

Rep. Chapman (D-Ky.) asked Mr. Fly to identify these "two or three interests" and the Chairman veritably shouted:

"I think the leadership is with CBS and it also has the support of NBC and the related organization, the NAB." Afterward he referred to the "so-called NAB" and reiterated these charges. He said it "ill behooves the broadcasters to come in and put on this false front."

Pointing out that AT&T and other common carriers had not sought enactment of legislation, Mr. Fly said the telephone company represents several billion dollars in investment, whereas the broadcasting industry has only some $40,000,000 in plant. The broadcasting industry could take the "gold dust and blow it into the eye of AT&T and it would never whimper," he asserted.

Subjected to a cross-fire of Committee questioning, Mr. Fly talked about these "three groups" who "blow the big wind and make the big noise". He also alluded to political pressure. CBS was mentioned first, NBC second, and the "so-called NAB" in show position.

When Rep. Kennedy said he assumed from Mr. Fly's comments that he opposed the bill, Chairman Fly started to answer indirectly. Rep. Kennedy said it would take "one word" and that he would prefer a direct answer. Chairman Fly asserted that there might be some justification for revised legislation, but that the time of "a war agency" should not be consumed as it is by such matters. He argued that this was not the time to "disrupt a war agency and reorganize it at this juncture."

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Rep. Sanders asked whether MBS was included in the group criticized by the chairman, and Mr. Fly replied that "all of the big networks make a big noise and blow the big wind". The man who "has his hands around the throat of the transmitters", the chairman continued, "can assert a big influence on the public". He said this was far beyond their normal size and said that the grants made by Congress and the Commission gave the networks such power. He observed he was sure that Congress did not want "them to control you".

Answering Rep. Sanders apropos MBS, Mr. Fly said he held no brief for that network and that they might be "here tomorrow and oppose me". He said MBS, however, did not support the Sanders Bill.

Claims Nets Are 'Utterly Unregulated'

Lashing out again at the networks, Mr. Fly said they were "utterly unregulated up to this point" and that they have forced him to spend half his time before Congressional committees because "they come running up to you".

Mr. Fly gave no direct answer to the observation of Rep. Chapman that it was also dangerous for a Commission to have the "life and death power" over the broadcasting industry, a power which he described as "beyond that which Congress intended".

Rep. Patrick (D-Ala.), a former commentator on WSGN, Birmingham, expressed amazement over

EMPLOYES of WOV, New York, are fingerprinted, in accordance with the voluntary code, set up by the Foreign Language Broadcasters Wartime Control [BROADCASTING, June 8, 1942].

Harry D. Henshel (center,) managing director of WOV, sets the example by being the first to have his prints taken by Herbert Landon, publicity director (right), and Connie Porreca, office manager (seated) both of whom obtained instructions in fingerprinting from the FBI. Waiting their turn are staff members, actor and actresses. Over 200 persons will be fingerprinted by the pair.

"WSOC—Charlotte's Own Station

—bringing you Bob Hope tonight at ten"—

That's a station-break—

• • •

WHAT??

• • •

Oh—Just another WSOC showmanship service—and that goes on all day—every break—to build more listeners for every show!—Just another way WSOC keeps 'em listening!

NATIONAL REPRESENTATIVES

HEADLEY-REED CO.

NEW YORK — CHICAGO
DETROIT — ATLANTA
SAN FRANCISCO

1240KC—WSOC—NBC Red

Chairman Fly's condemnation of radio. He said he had the notion that the broadcasting companies were doing a tremendously useful job in the war interest and in keeping the public enlightened and entertained, and that he had been impressed by the "wonderful job" they have done and the unstinted praise from high officials.

Chairman Fly said he thought that was true and that on the whole broadcasting had done a good job. His criticism, he said, was directed against the "controls in the hands" of the major networks and the "strings from New York".

When Rep. Simpson (R-Pa.) asked about the status of the chain-monopoly regulations, Chairman Fly said the whole controversy was "motivated by them". He referred to "two or three" hearings in Congress which he said were instigated by the networks and referred specifically to the hearings last year before the Senate committee. He pointed out that the rules are now in litigation and he expected they would be before the Supreme Court again "within a few months".

After Rep. Simpson suggested that perhaps withdrawal of the regulations would lessen the agitation for new legislation, Chairman Fly said he felt that if the two networks would write a one-paragraph letter to their affiliates and tell them that their contracts will conform with the regulations, which he said would take "about one minute", the whole matter would be solved. He said he made this observation because Rep. Simpson had suggested that "we throw it the other way".

New York Dictation Is Claimed by Fly

Rep. Kennedy sought to ferret out the identity of these "New York corporations" so sharply criticized by the chairman. After Mr. Fly had explained that he was referring to CBS and NBC and that they "control all the choice time" on stations throughout the country, Mr. Kennedy interposed, "then your point is simply these networks headquarters in New York."

Pursuing Chairman Fly's criticism of the networks in relation to their power to mold public opinion, Rep. Kennedy asked whether the reports of news commentators were unbiased and not "dictated" from the front offices. While Chairman Fly observed that most commentators were all right, he held that free speech "should not hang by such a narrow thread" and be "dictated from New York."

He pointed out that some stations had found it advisable to discharge commentators. When Rep. Kennedy observed that the President had paid radio a great tribute by naming Elmer Davis, of CBS, director of war information, Mr. Fly rejoined he thought Mr. Davis was a "great man, too," but he felt he was not controlled by CBS "if I know Elmer Davis."

Rep. Sanders took up the Fly criticism of Committee procedure and inquired whether there was anything wrong in getting "public views" on legislation. Chairman Fly said Congress should be realistic in "appraising the source," asserting that broadcasters held a great deal of authority "far beyond their personal abilities and understanding" and that they retained "smooth boys."

Rep. McGranery said he did not think the chairman's criticisms were justified. The same view was advanced by Rep. Wolverton (R-N. J.), ranking minority member, who commented that he had been very much impressed with the character and ability to express opinion of witnesses who had appeared before the Committee, and mentioned particularly Judge John J. Burns, CBS counsel, and Louis G. Caldwell, MBS attorney. He said each seemed to have a background of experience on which to base opinions.

Seeks Background Of FCC Members

Rep. Wolverton asked the chairman to supply for the record biographical sketches and descriptions of the background of each member of the FCC. He said the Committee would want to know how much importance to attach to their views in the light of Mr. Fly's observations. The background and experience of members of the Commission should be weighed against those of industry witnesses, he said.

Chairman Fly explained that the FCC has a staff of experts in each branch — engineering, legal, accounting. He asserted the Commission as a whole has spent years of time in studying problems of the industry's regulating. In no instance has any Commissioner moved in on the assumption that he "knew all about it", he said. He promised to supply the Committee with written biographical sketches.

Asked by Rep. Kennedy what percentage of the Commission's time is devoted to broadcasting, Mr. Fly said that normally 60% of the work (prior to the war) was given over to this phase, and "maybe more." He said it is "much less now".

Reopening the network investigation question, Rep. McGranery asked precisely what criticism Chairman Fly had of the networks. There came another barrage against "monopolistic control exercised by two dominant companies" with "free speech" affected by virtue of such concentration of control in single hands.

Rep. Brown (R-O.) said he was interested in the chairman's observations about "experts" and asked for a definition. When the chairman humorously retorted that the traveling salesman's definition was "an ordinary damn fool away from home", Rep. Brown said that is what he had in mind and wondered if that applied to the FCC experts.

In a light vein, Rep. Brown related a recent experience. He said he had gone to one of the Government agencies on a matter for his district and had been referred to an expert, a 1939 graduate, "not quite dry behind the ears". A few days later he said he journeyed to OEM to talk about agriculture and was referred to this same expert, who previously had been identified as an accounting expert.

"Believe it or not," said the Congressman, "a couple of days later, I went to WPB on a copper matter, and this same fellow, class of 1939, was the copper expert."

Asked by Rep. Brown the average age of experts on the FCC, Mr. Fly judged about 40, both for the legal and engineering departments. He said that some of "our better men" on the legal staff are younger.

Discusses Plan to Bifurcate Commission

Still on the subject of experts, Mr. Fly ventured that some of the "vice-presidents" of the networks "wouldn't know a transmitter if they met it on the street". When Rep. Wolverton asked what about a man like William S. Paley, CBS president, Mr. Fly retorted that he used to be "a cigar manufacturer" but that he was able and astute.

Harry C. Butcher, former CBS Washington vice-president now on active duty in the Navy, was described by Mr. Fly as a man who had his beginning in agriculture and came to Washington for the National Fertilizer Assn. He referred also to F. M. Russell, NBC

VICTORY CORSAGES in the patriotic theme are worn by members of the commercial department of WTAG, Worcester. The bouquets, fashioned from War Savings stamps and tied with red, white and blue ribbons, are used as wrist, shoulder and coiffure adornments by (l to r) Virginia Hanson, secretary; Mitzi Kornetz, publicity; Katharine Norsten, secretary; Eleanor Parmer, secretary; Marguerite McCormack, officer manager.

Got the Gong

THE gong that was heard all over Kalamazoo and Western Michigan! Al Hinckley, WKZO apprentice announcer, seized his first cold copy the other day and failed to separate continuity from sound effects notes. His announcement read "During the next half-hour you will hear GONG the *Michigan Journal*."

KDKA
PITTSBURGH

TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station
250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?
WSOY

vice-president, as "a very engaging young man" and said he used to be a newspaperman.

Finally reaching the Sanders Bill, Chairman Fly discussed the "bifurcation of the Commission" or that provision which would separate it into two independent divisions of three men each, one to handle broadcasting matters and the other common carrier aspects. The chairman would be the executive officer.

Vigorously opposing this provision, Chairman Fly pointed out that the Act now allows the Commission to divide into committees; that it had actually operated on that basis from 1934 to 1937, and that this organization was dropped for greater efficiency.

With a division set up, the work of the Commission is not thoroughly coordinated and results in conflicts and misunderstandings, he held. Moreover, with the chairman as executive officer and without the right to sit or vote on either division, he declared his "influence" as a coordinator is "destroyed".

When Rep. Hinshaw (R-Cal.) pointed out that the ICC functions in sections, Mr. Fly said he did not want to argue the organization of that Commission but he felt the FCC should act as a unit on all important matters. He asserted the Commission does not have "too much work to do" and that there would be plenty of time to handle all significant matters and get the benefit of the judgment of all commissioners.

Urges Them to Read Monopoly Report

Asked regarding the relationship between common carriers and broadcasting operations, Mr. Fly said they tied together in a number of ways. He called a network operation "a vast entanglement of broadcasting and telephone lines".

When Rep. Hinshaw asked why the FCC should go into economic aspects of broadcasting, Mr. Fly said he felt it would be most unfortunate if business aspects were not regulated. He suggested to the Congressman that he read the FCC's monopoly report, asserting that the "monopolistic condition in the industry" must be handled. Either the FCC or somebody else must do this, he asserted.

Rep. Hinshaw asked why the Dept. of Justice should not handle monopoly and the chairman commented that it had entered suits against the networks after the FCC had concluded its investigation. Chairman Fly said the Dept. of Justice was the "proper place" but he thought it was clear that the Congressional mandate to the Commission was that it do something about monopoly. He said he did not think the FCC should build monopolies by virtue of its licensing power and only to have the Dept. of Justice tear them down.

Returning to the Sanders Bill, Mr. Fly pointed out that under the division proposal one or the other of the divisions would be controlled by the "opposition party", either through the designation of a chairman or by having two minority members on it. While he commented this "might be a good thing", he said he thought the committee should be aware of the result .

In reply to a question by Rep. Sanders on attendance of commissioners at meetings and hearings, Chairman Fly produced an exhibit showing that from Feb. 6, 1939 to June 9, 1942, members of the Commission had an average attendance of 83.7% at all such sessions.

The late Commissioner Thad H. Brown and former Commissioner F. I. Thompson were included in the list, together with the seven incumbent commissioners, making for a better average. Mr. Fly said he himself had attended 88% of the meetings and that a good portion of the time he was absent was spent before Congressional hearings.

Rep. Sanders said he was motivated by complaints that the full Commission is not present at all arguments and hearings. He asked the chairman to produce additional data on this subject.

Fly Swings To Written Testimony

Resorting to prepared rather than extemporaneous testimony in his fourth appearance before the Committee last Thursday, Mr. Fly explained that some of the observations he would read already had been covered in oral comments during his preceding appearances. Chairman Lea was absent and Reps. Crosser (D-O.) or Bulwinkle (D-N. C.) presided.

Before resuming his testimony on the merits of the Sanders Bill, Mr. Fly was questioned by Rep. Hinshaw regarding the propriety of operation of foreign shortwave stations on Government authority in this country. He said he had rented a home in Maryland, adjacent to Washington, recently and that he understood there had been leased to foreign interests for a shortwave station property in a nearby locality. Mr. Fly said there was no such authority, within his knowledge, and asserted he would have his engineers investigate the matter and determine whether the station existed. Rep. Bulwinkle observed he knew of no authority permitting foreign nations to operate shortwave transmitters in this country.

When Chairman Fly held that the Sanders Bill would repeal the

KSTP

50,000 WATTS

CLEAR CHANNEL

Exclusive NBC Outlet

MINNEAPOLIS • SAINT PAUL

Represented Nationally by Edw. Petry Co.

I BELONG

on your lapel

I'm just a little button, trying to do my bit.

I modestly speak my piece about the whale of a job that Radio is tackling these hectic days. I pay tribute to the accomplishments of Radio on the home front and on the war front. I mark my wearer as one of those who are making Radio of ever-increasing aid "in service of home and nation."

It was at the NAB convention that I first appeared in all my glory. My bright sterling silver with red, white and blue enamel captured every eye. I was presented to the delegates by Radio Stations WJR and WGAR. And what a reception I got!

That's why, now, through a non-profit arrangement made by WJR, WGAR and BROADCASTING Magazine, I am offered to everyone in this great business of Radio.

A mere sixty cents, mailed to BROADCASTING Magazine, brings me right to your lapel . . . right where I belong.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Commission's authority to delegate its functions to individual commissioners, boards or other personnel, Rep. Sanders, as author of the bill, insisted that the provision was a substitution for functional aspects and was not in the nature of a repealer. He said he had never heard the opinion expressed before that the section would take away the FCC's delegatory powers.

When Chairman Fly opposed provisions of the bill which he said as a practical matter would make it virtually impossible to grant any application without a hearing, Rep. Sanders interrupted that there was much to be said on both sides on questions of intervention in Commission proceedings. Mr. Fly insisted that the bill would completely alter the present system and that it would make it possible for stations already entrenched to bar newcomers and competitors.

Asserting that it is impossible to conduct a hearing with any speed where many parties are involved, Chairman Fly said various procedural devices are used for time consumption. He said the situation was bad enough when attorneys were diligent and cooperative, but it is much worse when delay is the point to be gained. The proposed intervention rule in the Sanders Bill "would provide a great field day for lawyers," said Mr. Fly.

Rep. Sanders told Mr. Fly he was "not interested in what the Commission might do—what I want to know is what the law is in such a case." Mr. Fly's position was that the new section was too broad and would allow "every Tom, Dick and Harry to intervene."

When Chairman Fly said that the section in the bill would allow radio to become the "rich man's field" and that a man of moderate means could not compete, Rep. Sanders hotly retorted: "That is your opinion."

Mr. Fly attacked the procedural provisions of the Sanders Bill from virtually every angle. He insisted present practice was more efficient, fair and expeditious. He cited only one case in which the Commission's discretion in the matter of issuance of a license had been raised in litigation, alluding to the KOA, Denver, WHDH, Boston, case, after consulting his legal staff.

Special Authorization Again Discussed

Under cross-examination, Mr. Fly talked about "very versatile lawyers" who appeared before the Commission. He said existing licensees could advance their selfish interests by filing protests or petitions for rehearing, which would automatically postpone establishment of new facilities and result in injury to the public. The opportunities presented "for harassing the applicants are thus unbounded," he said.

Discussing the effect of the Bar Assn's proposals upon the issuance of special authorizations, Mr. Fly alluded primarily to the common carrier field and particularly to the war effort, in which speedy action must be taken. He also mentioned safety services and aviation, citing several instances in which stations could procure special service authorizations for operation after hours in emergencies or for public service programs such as Presidential speeches.

Previous witnesses had complained the FCC used the special service designation as a device to avoid issuing licenses as such. It was held that a license is a license, whatever its name. Mr. Fly held that in the WLW 500,000-watt case, discussed by previous witnesses, the court of appeals had flatly rejected the contention of WLW that its special service authorization was a license. WLW then failed to get into the Supreme Court, he asserted.

When Rep. Sanders asked by what authority the FCC issued such special authorizations, Mr. Fly referred to Section 303 (g) of the Act, which authorizes the Commission to provide for "experimental use of frequencies," among other things. Rep. Sanders observed that the authority then was procured "by implication," but Mr. Fly held it was "pretty explicit."

Referring to management contracts, Mr. Fly said "a minor procedural change" proposed in the Sanders Bill would result in a "substantive change of considerable importance." By the deletion of a few words in Section 310 (b) of the present act, governing transfers, it appeared that proponents of the bill "intend to authorize management contracts." He said he considered this highly undesirable, pointing out that such a contract is one whereby the licensee of a station turns over to a third person the responsibility for the management and programming of the station. The Commission has held that these contracts violate Section 310 (b) in that they constitute an assignment of some of the rights granted to a station by its license, he asserted. Mr. Fly explained that such contracts result in a shifting of the responsibility for the operation of a station by a person who has secured a license to a person "about whom the Commission knows nothing and who may not be qualified to operate a station."

Questioned by Rep. Hinshaw, Mr. Fly said that one such situation involved WMAL, Washington, owned by the *Evening Star*, but which had been managed in all respects by NBC. He said the operation now is in the process of being transferred to the *Star*, in accordance with the FCC rulings.

Mr. Fly cited another such situation in Georgia "where that has been done through a couple of entrepreneurs." (He did not mention the station, WGST, or the lessees, Sam Pickard, former Radio Commissioner and CBS vice-president, and C. H. Calhoun, Atlanta attorney.) "That's the sort of thing we're shooting at," Mr. Fly said.

Rep. Hinshaw reopened the controverted network operations issue, which elicited from Chairman Fly his description of a network. He called it "a studio and a bunch of telephone lines," emphasizing that it was not essential for a network to have originating stations or any other owned stations.

Fly Impatient On Network Question

Mr. Fly agreed that a substantial organization for programming, sales and other operations is desirable, but not essential to operating a network. He said he did not want to say that the mutual type of operation, such as that of MBS, is to be preferred over the other network structures, but that other "vital considerations" come into play. Then he loosed another tirade against permitting "networks in New York and Hollywood" and a "couple of men in New York and Hollywood bossing the stations."

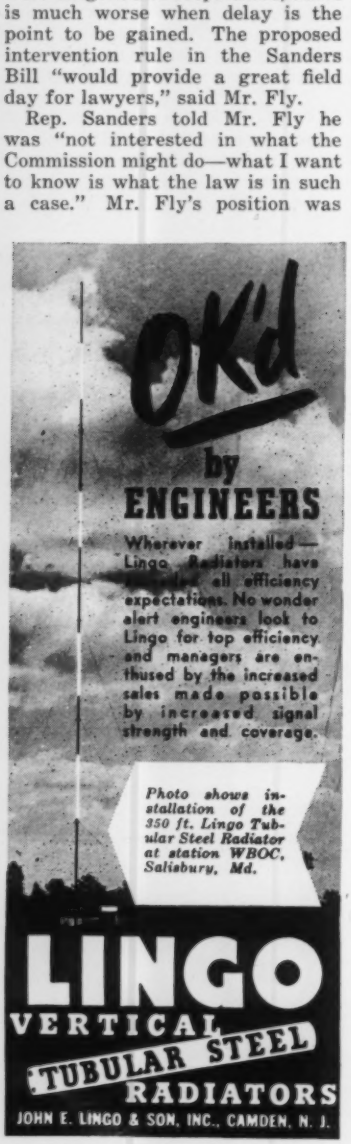
When networks own stations in important markets, he said it was a "very effective way of excluding competition." He added the FCC had raised no objection to the ownership of "six or seven stations" by networks, but that it wanted to prevent absorption of stations in cities not having sufficient outlets to accommodate all networks.

"What's the difference between a network owning stations and stations owning a network?" asked Rep. Hinshaw. Mr. Fly said, as he viewed it, in one case "you've got the horse in front of the wagon and in the other in back feeding out of the contents of the wagon."

He said further he thought he could get Mr. Hinshaw a "good block of stock in MBS, free of charge." The reason for that, he said, was that the stations owning the network have been "operating at a loss."

Chairman Fly became impatient with Mr. Hinshaw's questioning, observing that apparently what the Congressman wanted him to say

FAIRMONT'S FAIREST are well represented among the staff employed at WMMN, Fairmont, W. Va. Women of the staff (l to r): Jane Chambers, business department; Mary Jo Gattain, traffic; Betty Watson, mail; Jean Fluharty, artist's bureau, and Jean Elder, receptionist.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as that he preferred MBS operation over that of NBC and CBS. He said he did not approve of a situation where "two New York corporations" controlled all the important time of their affiliates, but that he proposed to cover this more fully in the balance of his testimony.

Rep. Hinshaw sought to follow through, but Mr. Fly turned to acting chairman, Rep. Crosser and observed that he wanted to continue his testimony. He in effect cut off Mr. Hinshaw's questioning. Rep. Crosser then recessed the hearings until the following morning, with Mr. Fly to return to the stand.

Sees Entrenchment Of 'Vested Interests'

Mr. Fly's fifth appearance developed into a wild session at stages. He negotiated only four pages of his 13-page statement dealing with comments on the Sanders Bill, which it became more and more apparent he opposed in all particulars and on the overall grounds that Congress was interfering with a wartime agency.

The Committee did not allow Chairman Fly to dwell long on procedural aspects of the bill. The cross-examination went to his attitude toward the NAB, the major networks and the industry in general.

In his prepared statement, Mr. Fly opposed changes in judicial procedure which would permit appeals to three-judge courts in the field, as well as to the court of appeals of the District of Columbia. He urged that appeals be restricted to the single local court on the ground that stations generally have Washington counsel and that the FCC is headquartered here.

He said he saw no reason to give appellants an option to sue either in their home districts or in Washington. He said the provisions would permit the "entrenchment of vested interests" and the erection of "barriers to the entry of a man of moderate means into the radio field."

Apropos the provision changing the scope of judicial review, Mr. Fly said he thought it "tampers in a vague and formless way with a large body of well-defined judicial doctrine that has been painstakingly built up over a long period of years".

Reviewing previous testimony of the Bar Assn. witnesses, he called attention to omission of a proviso in the report of the Attorney General's Committee on Administrative Procedure, which he described as "typical of the effort which the Bar Assn. has made in this bill to tie the hands of the Commission".

FATHERLY ADVICE apropos of that day, Don E. Gilman, BLUE Western Division vice-president, counsels his son, Page Gilman who portrays Jack Barbour in the weekly NBC *One Man's Family* program, sponsored by Standard Brands (Tenderleaf tea). A pioneer in radio, the father entered the field in 1927. The son's activities as actor extend over 10 years.

Sees Trimming Of Chairman's Power

Mr. Fly argued against the provision of the bill which he said would appeal the Pottsville rule as laid down by the Supreme Court on reconsideration of cases remanded. Where the courts find an error of law in denying an application on grounds specified, he said the Commission can reopen proceedings, but that it should not be prevented from considering changed conditions which may have resulted in the interim. He argued against any "priority" as to filing of applications. He said the proposed amendment would do precisely that.

Directing his statement to the Committee as well as to Mr. Fly, Rep. Hinshaw said that in connection with his request for information about a purported foreign radio station operating in nearby Maryland, an attache of the Commission had advised him that the station was a receiving station and not a transmitter, and that therefore no license was required.

He suggested that perhaps there should be authority for the Government to enter embassy property in its quest for illicit station operations. Mr. Fly said he was not prepared to answer such a question because he was not familiar with the privileges and immunities of "foreign territory". There might be some "countervailing arguments" against such a law, he asserted.

Resuming his discussion of the Sanders Bill and more particularly of the provision which would make the chairman the executive officer, Mr. Fly said that since the chairman would not have a vote on either division of the Commission, he would be in an awkward position in representing that agency before legislative bodies. It is an established legal precept, he said, that responsibility for actions must be accompanied by comparable authority. He asserted there was no other Government agency he knew of where the chairman did not have a vote.

Arguing against the division setup, Mr. Fly said it was possible that two members of a seven-man commission could decide an important issue against the wishes of the five other members.

Censorship Agitation Is Called a 'Bugaboo'

In a colloquy with Rep. Sanders, Chairman Fly insisted the bill would in a measure give private parties vested rights. He admitted the authority of Congress to "rectify deficiencies in the law" and added that "if you want to change the basic thesis of private interest over public interest, I suppose it's within your power to do so. I would be very reluctant to advise such a course. The facilities belong to the people."

When Rep. McGranery sought to ascertain the attitude of the Commission on program service, Mr. Fly in a detailed answer pointed to the inhibition in the statute

Mr. McCosker's Position On Network Affiliations

VIEWS of Alfred J. McCosker, chairman of the MBS board and president of WOR, on regular network affiliations were mis-stated in the course of the running account of his testimony before the Sanders Bill hearings in the House. On page 59 of the June 8 BROADCASTING his position was reviewed as follows:

"Mr. McCosker disagreed with the proposal to permit regular affiliates for any network in a given city, asserting it would bring loose operation."

The word "not" was inadvertently omitted. The sentence should have read:

"Mr. McCosker disagreed with the proposal not to permit regular affiliates for any network in a given city, asserting it would bring loose operation."

Nine-Tenths Wrong

The Blue Network hastens to apologize to WMUR, Manchester, N. H. For the advertisement in last week's BROADCASTING about the Blue Network's revised New England station line-up gave the daytime power of WMUR, Manchester, N. H., as 500 watts. As every good time buyer knows WMUR's daytime power is *5,000 watts.*

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The Blue Network

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Natl. Rep.—Foreman Co., N.Y. & Chi.

CHNS

Halifax, N. S.

One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna

Ask JOE WEED

against censorship. He said that during his experience on the Commission no proceedings had been started on the basis of quality of programs.

Then the chairman loosed another tirade at the NAB. All this talk about censorship, he said, is a "bugaboo." He asserted many stations had made mistakes but that the FCC had done nothing about it and he thought NAB President Neville Miller had brought the subject into the picture "for some purpose that is not readily obvious."

When Rep. McGranery commented that the answer was not responsive, Chairman Fly said he thought the news, commentary, forum, debate and fair comment type of program perhaps was predominant today. He called it the most "significant feature" of radio service, but added that educational service was important. The entertainment feature in times of peace may itself be predominant, he said, and has a useful diversion in that it holds the audience for the more serious operation which comes along in time of war.

Pressed by Mr. McGranery, Chairman Fly said the Commission had never discussed its licensing power with respect to "control of facts or opinion." He disclaimed Mr. McGranery's suggestion about such a proposal having been drafted by its lawyers.

Touching upon the foreign language broadcast situation, Mr. Fly said that a "pretty serious effort on the part of the industry" is being made to prevent subversive material from going out. He said that since these stations are owned by American citizens, he felt the Commission should do its utmost to cooperate.

Debate Gets Brisk On Subject of NAB

"Did you tell this foreign language committee that you would have nothing to do with them if they were identified with the NAB?" asked Mr. McGranery.

"Hardly that." Chairman Fly said. Then he essayed to explain that there were "competing organizations" in the industry and that efforts had been made by each to work with the foreign language group. He said he told them that so far as he was concerned he wouldn't take any hand in that phase, and that he wanted the foreign language group to operate independently.

When Mr. McGranery said he understood Mr. Fly had criticized the NAB on this score, the chairman said his comments "went for both organizations."

The cross-fire got hot and heavy at that point. Mr. McGranery wanted to know why Chairman Fly opposed the NAB. There came the prompt retort: "It is dominated by two networks."

Mr. McGranery asked where "in the law do you find the authority" to conclude that a station cannot belong to a trade association and Mr. Fly rejoined he had never said that. He disclaimed any "strong feeling" against the NAB itself but said the association had "moved in on the network fight against the views of the great majority of stations throughout the country." He reiterated allegations of domination of the networks and said he tried to "recognize them for what they are."

Mr. McGraneery inquired whether MBS had withdrawn from the NAB, and Mr. Fly asserted he understood the network as such had never been a member.

"Did you attend the NAB convention in St. Louis?" asked the Pennsylvanian.

"I certainly did," Mr. Fly replied with emphasis.

Then Mr. McGranery alluded to Mr. Fly's famed "dead mackerel" statement—that the NAB "both shines and stinks in the moonlight." Before Mr. McGranery could conclude his question, Mr. Fly interrupted that the statement would have to be read in conjunction with two speeches made at the convention (alluding to the address of Mark Ethridge, WHAS, Louisville, and presumably of Neville Miller).

Confines Criticism To the 'Management'

When Mr. Fly evidenced visible excitement in his denunciation of the NAB, Mr. McGranery said he could not reconcile the chairman's statement that he had "no feeling against the NAB" with his comments. The chairman said a reading of the full statement would provide the answer, that he had never expressed ill-feeling against the broadcasters ("They're a fine lot"), but that his criticism was of the management.

Mr. McGranery inquired about the chairman's opposition to "network membership in the NAB". Here again the chairman disclaimed any action. "We'll deal with whatever they set up," he said.

When Mr. McGranery dropped this line of questioning, Rep. Sanders promptly picked it up, asserting he was interested in the "shine and stink aspects", particularly since the chairman had said he was referring to the "management, not the NAB". The chairman again relied on the "two speeches" and said that they would make "very good reading."

Mr. Sanders observed this was a "serious matter when a Commissioner has such a strong feeling against a trade association". He said he thought the Committee should "get to the bottom of it". Mr. Fly said this all happened two years ago and that the Committee should have the "whole statement", which he offered to supply.

Asked how he could distinguish "between the management and the association", Mr. Fly said it is a very easy distinction and one that can be generally applied. "I think all of you dislike Mussolini," he said, "but I don't think you all dislike the Italian people."

Then came a reference to Mr. Miller's stewardship as head of the NAB. Mr. Sanders inquired whether Mr. Fly sought to "oust" the President, to which the chairman responded that "I am doing nothing about it, but I think it would be a good idea". He continued his condemnation of the networks, asserting they wielded "life and death" power over their affiliates because of their control of "big, juicy advertising" contracts.

Remarks Are Not 'Emotional', He Says

Chairman Fly waxed warm again when Rep. Sanders commented that he could not reconcile Mr. Fly's statements of no prejudice and emotion in connection with the trade association.

"I have only one emotion," he retorted. "This is a public business. If that constitutes emotion I want to be on that side."

Rep. Sanders asked whether "the people to whom you refer as dead mackerels are not part of the public". Mr. Fly said that in his opinion they are "insignificant figures as far as the public is concerned, but they come in and dominate this industry."

"If you want to have this industry taken over by a couple of men in New York, you go ahead and do it," said the chairman. "I believe the industry belongs to the people and I am going to stick to it." He added that enactment of the Sanders Bill would destroy regulation and that "if you turn it over, you've got an entirely different kettle of fish".

Mr. Sanders said there had been complaints that Mr. Fly was "so prejudiced against these two networks that they can't get a square deal before you". Mr. Fly retorted that no witness had made such a complaint and that he believed the record failed to show any such contention. He said he thought NBC and CBS were "splendid organizations in many ways" and ought to be preserved. The criticism, he said, is "basic, not emotional."

He said that to the extent he believed the networks were wrong, he criticized their business methods. Asked by Rep. Sanders whether MBS was in the "same kettle of fish", Mr. Fly asserted this network had not "dominated the lives"

BULL GUN on a "dog shoot" gets full attention here. When Russ Davis (with gun), account executive of Ferry-Hanley Co., Kansas City, recently visited KFYR, Bismarck, N. D., he expected to spend all his time lining up the new Spark-O-Life five-times-weekly show. Instead he was pleasantly surprised to find that John Henlein (left), KFYR studio engineer, was another gun-building hobbyist. F. E. Fitzsimonds, KFYR manager, went along with them on a gopher hunt.

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of its stations but that whenever that network adopted exclusive time options he would oppose it.

In a more restrained mood, Mr. Fly said the differences between the FCC and the major networks had "narrowed down" and that NBC was particularly cooperative. He said there had been "no running fight with them" and that they had worked harmoniously on the separation of the Red and BLUE networks on a sound business basis to enable RCA to eventually dispose of the BLUE. Asserting he did not want it to appear that there is "a wide divergence of opinion", Mr. Fly said the differences have developed only in isolated cases.

Sanders Questions 'Square Deal'

Rep. Sanders interjected that in order to procure a square deal the industry had to have "confidence in the regulatory agency". "If I represented either of these networks, I would wonder whether I would get a square deal," he said.

Alluding again to the St. Louis incident, Chairman Fly said it all had to do with the functions of a convention and nothing to do with the quality of the men in these big networks or the quality of service they are doing in a wide area. He said that if the network litigation now in progress does not provide adequate controls, then he felt Congress should enact necessary legislation.

Rep. Hinshaw took up FCC action over the years in matters of revocation or refusing to renew licenses. Chairman Fly produced an exhibit indicating that of 215 station licenses designated for hearing since 1934, 101 subsequently were granted without hearing and of the balance only 13 were denied.

Rep. Hinshaw asked Mr. Fly whether his views were those of the Commission or his own individual comments, and whether the whole matter of the Sanders Bill had been discussed by the Commission en banc. The chairman said that in general his comments would represent the Commission's views, but that the testimony had gone into a vast amount of detail and that while the controversial problems had been discussed on the FCC for years, he did not want to bind his colleagues to all of his detailed observations.

Asked specifically whether any meetings had been held on the Sanders Bill, Mr. Fly asserted that it had been discussed about 10 days before and that an outline of his proposed testimony had been given commissioners. He added he thought it was undoubtedly the "general consensus" with regard to the bill that it was being considered at the "worst time" because it tended to "disrupt a war agency". Therefore, he said the Commission was opposed to the bill.

When Rep. Hinshaw pointed out that the ICC usually meets to discuss legislation before any of its members testify and asked whether the same practice had been followed on the FCC, Mr. Fly said he knew that the Commission was not unanimous on some phases of the legislation. He referred particularly to the chain-monopoly report, asserting that "two commissioners" (Craven and Case) had filed a minority report and that he assumed their views had not changed. He added that neither commissioner had sat during the chain-monopoly investigation.

Says Ethridge Made A 'Lot of Trouble'

Asked by Rep. Hinshaw whether he knew about Mr. Ethridge having been appointed by President Roosevelt to make a survey of broadcasting policy, Mr. Fly said Mr. Ethridge "threw up the sponge at the St. Louis convention". He made a speech at the convention, he declared, adding that he did not think he ever submitted his report to the President.

Asked what else Mr. Ethridge had done, the chairman said he "made a lot of trouble".

Alluding to Mr. Fly's statement that the NAB was dominated by a few interests, Mr. McGranery asked whether it were not true that the vote at the last convention was 5-1 in favor of admitting the networks. Declaring he would "like to go into that", Mr. Fly said there were 900-odd stations, of which 500 are members of the NAB.

Based on information given him by a representative of one of the networks, he said there were not more than 300 members who attended the convention and that the meeting on the network vote was "postponed to the last afternoon". He recalled there were 170 who voted on one occasion; about 100 on the second proposal, and "about 19" on the third vote. He said this had been "authoritatively reported to me".

"CBS got the vote out that would be favorable on those particular issues," Mr. Fly said. He asserted that Edward Klauber, CBS Executive Committee chairman, "was there and did a very effective job". Asked whether he thought CBS was influencing the NAB, the chairman said "I think they're doing a pretty good job of dominating it nowadays".

Rep. McGranery commented that "you're going too far when you set yourselves up as a czar," but before he could complete his comment Mr. Fly interjected "what do you mean a czar?—these fellows have tried to run the Government; they adopted a resolution to get me out of office."

Rep. McGranery asked what was wrong about an industry opposing a public official and the chairman commented that perhaps if all 900 stations signed a petition it would be a different matter, but then he commented:

"Between you and me I don't think they can do it."

Rep McGranery observed that Mr. Fly had demonstrated a great deal of spleen "right down the line." He said contentions had been made that the industry would not be helped by the proposed regulations and that he thought Mr. Fly "goes pretty far when you tell a station that you will take his license away if he enters into an exclusive contract." Mr. Fly said he doubted whether Mr. McGranery's comments expressed the views of the Committee. He said it was tantamount to allowing a company in New York to control the industry.

Asked by Mr. McGranery what the "practical effect of the rules" would be on the networks, Chairman Fly said they would "turn the station control back to the licensees and let them take the programs they like." He said that immediately after the rules become effective "approximately nothing will happen."

He added that he did not think any members of the Committee would oppose the regulations if they read the FCC's chain-monopoly report. "I've read it," Mr. McGranery replied. "I see nothing but the tearing down of the other networks to build Mutual up."

Taking issue, Mr. Fly said that if NBC and CBS, controlling 85% to 90% of nighttime power, feel they can't go into a competitive field and land on their feet, they are not very efficient. He said he thought that NBC and CBS "will do a good job" when the rules go into effect.

When Mr. McGranery returned to his query on radio advertising, Mr. Fly responded that "nobody likes advertising except the people who are doing it." He added he thought it was not his function to criticize advertising.

Morris to Signal Corps

ROBERT M. MORRIS, business manager of NBC's radio recording division, has been granted a leave of absence from this post for the duration, effective June 22 when he joins the Army Signal Corps as chief radio engineer. Although he will be in full charge of the Corps' radio activities, Mr. Morris will not be commissioned but will serve as a civilian. He will be stationed in the office of the Chief Signal Corps Officer in Washington.

OURY, WFCI HEAD, TO SERVE IN NAVY

RESIGNATION of Paul Oury, general manager of WFCI, Pawtucket-Providence, R. I., effective June 10, to enter the Navy as a lieutenant, has been announced by Mr. Oury. No successor has yet been named by WFCI.

Lt. Oury

Lt. Oury, a veteran New England broadcaster, served in World War I as a naval radio operator both here and abroad. He was a radioman, first, second and third class, being assigned successively to the *USS Oregon*, *USS Pennsylvania* and *USS Florida*, the Harvard, Bar Harbor, Great Lakes and San Diego radio schools, and the radio stations at Guantanamo, Cuba; Lyon, France; Balboa, Canal Zone. He became general manager of WPRO-WPAW, Providence and Pawtucket, from 1932 to 1935, originally being owner of the Pawtucket outlet, later combined with WPRO. When the new WFCI went on the air early last year, Lt. Oury was named general manager.

Plaques for Headliners

SILVER plaques for journalistic achievement during the past year will be awarded to four radio men among a total of 19 reporters by the National Headliners Club, meeting for its ninth annual banquet June 27 in Hotel Claridge, Atlantic City. Radio winners will be Royal Arch Gunnison, MBS Manila correspondent, reportedly interned there; Cecil Brown, CBS correspondent currently on a lecture tour following his return from Singapore; Bert Silen and Don Bell, NBC reporters in Manila, and Ted Wallace of NBC.

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NEW LEVER SERIES TAKES BENNY TIME

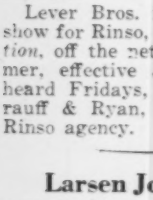
LEVER BROS. Co., Cambridge, Mass., on July 5 will take over the NBC Sunday evening period 7-7:30, vacated May 31 by Jack Benny, with a variety show, featuring Edna Mae Oliver, comedienne, and Leith Stevens orchestra. To promote Rinso, the series will be heard on 81 NBC stations, and will have repeat at 11:30 p.m. Directing the show from Hollywood will be Murray Bolen, while scripts will be written by Martin Gosch and Howard Harris.

For the past three Sundays NBC has filled the half-hour with a special series donated by the OFF titled *Victory Parade*. This sustaining show will shift July 5 to the earlier half-hour 6:30-7 p.m., from which spot *The Great Gildersleeve*, sponsored by Kraft Cheese Co., Chicago, is vacationing for the summer.

Lever Bros. is taking its NBC show for Rinso, *Grand Central Station*, off the network for the summer, effective June 26. Show is heard Fridays, 7:30-8 p.m. Ruthrauff & Ryan, New York, is the Rinso agency.

Larsen Joins WNAX

AFTER 23 years in the newspaper field, Roy (Whitey) Larsen, former editor of the *Sioux City* (Ia.) *Tribune*, has joined WNAX, Yankton, S. D., where he will edit news as well as deliver the Champlin Refining Co., newscasts. John Randall, WNAX newsman and Frank Gillespie, added to the staff from WCOL, Columbus, will work under Mr. Larsen. During World War 1, Mr. Larsen spent 18 months overseas and since then his travels have taken him through many European and Far Eastern countries.



Mr. Larsen

Fly Promises Measures to Check Drain Of Industry Personnel Because of War

EXPRESSING concern over the drain of radio personnel due to wartime conditions, FCC-DCB Chairman James Lawrence Fly at his press conference last Monday stated that efforts would be made to ease the condition through the cooperation of the Commission, the Defense Communications Board, the new War Manpower Commission and Selective Service [BROADCASTING, June 8].

Chairman Fly said the matter had been given "particular attention" by the DCB. He stressed that small stations have been affected more than large ones. He explained that the larger stations were better able to "protect themselves", alluding to greater inducements offered such as salary and greater opportunities.

A Vital War Role

In expressing apprehension for the future "if the drain keeps on", Mr. Fly said that "in back of the whole thing may be the assumption that the broadcasting industry is not vital to the war effort". He indicated that in some instances radio employees feel they are not doing their part in the war effort unless they are wearing uniforms. He said "we feel broadcasting is very essential in terms of mass communication, information and in sustaining morale." He added that "this can hardly be overemphasized".

In expressing hope that employes would stay with stations as long as they could, Mr. Fly said they "are certainly doing something for the war effort". He concluded that "I am hopeful skilled personnel will think twice before leaving the public in the lurch."

Further in his discussion of station personnel losses, Mr. Fly said the four-agency study of the problem would be made to see that "manpower available will do the best job for all concerned". He did not elaborate on how the studies would be conducted but said he felt in "the evaluation of different activities broadcasting should stand high in the list."

He did not claim requests would be made that deferments standards be set up for essential broadcasting employes by Selective Service but it was indicated that Selective Service may be asked to urge local boards to give careful attention to individual cases. Much conjecture has centered on this matter since Maj. Gen. Lewis B. Hershey, Selective Service chief, indicated last fall that radio was considered vital to the war effort.

Chairman Fly commended efforts of the Broadcasters Victory Council on the problem, saying they were "right" in pressing the matter and "we'll try to do anything we can about it".

At the War Manpower Commission it was said the list of war-essential industries and essential employes in the industries, being compiled by that organization, may be released this week. However, no word was forthcoming on the status of radio or its employes since the DCB Labor Advisory Committee, which is taking up the radio personnel problem is not to meet until Monday. DCB's plans are expected to be set up promptly following that meeting.

Ruth Lyons Joins WLW; Heads Consumer Branch

EMPLOYMENT of Ruth Lyons, for 12 years, with WKRC, Cincinnati, was announced last week by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Miss Lyons will take over WLW's Consumers' Foundation program which has been conducted by Marsha Wheeler since its start two years ago.

Mrs. Lyons

The program serves as the nerve-center of many kitchens in homes throughout the station's listening area. Through this program manufacturers submit products for testing and immediately obtain the likes and dislikes of consumers.

Miss Lyons recently sold more war bonds in 90 minutes from a Victory window in a Cincinnati department store than any other person, including several movie celebrities, in a comparable period of time.

WBZ Fete Marks Transfer to NBC

Several Stations Involved in June 15 New England Switch

MARKED by the attendance of a large number of NBC and Westinghouse Radio executives, the affiliation shift of WBZ, Boston, from the BLUE to NBC, took place last Monday, June 15.

The changeover was part of a wholesale move in New England in which four other stations—WHDH, Boston; WFCI, Pawtucket, R. I.; WELI, New Haven; WNAB, Bridgeport—went to the BLUE; and WEAN, Providence; WNAC, Boston; WICC, Bridgeport, became MBS affiliates [BROADCASTING, June 15].

Following a preview party for newspapermen and radio editors in which WBZ introduced its new program schedule, a similar party was held the following evening for the NBC and Westinghouse notables as well as for Massachusetts advertising agency executives. In attendance from NBC were: I. E. Showerman, eastern sales manager; John McKay, press department manager; Albert Dale, director of the press department; Charles B. Brown, sales promotion manager; W. C. Roux, Spot Sales promotion manager; Sherman Gregory, manager of WEAF, New York; James V. McConnell, general manager, Spot Sales; William S. Hedges, vice-president in charge of station relations; Walter E. Myers, sales; Reynold R. Kraft, sales; Arthur Feldman, news and special events.

Attending on behalf of Westinghouse were Frank L. Nason, New England district manager, Boston; George Sawin, sales promotion manager, Boston; Walter C. Evans, vice-president; William E. Jackson, general sales manager; George A. Harder, advertising and publicity manager; Lee B. Wailes, general manager; B. A. McDonald, sales manager of KYW, Philadelphia.

The change of affiliation had been widely publicized by WBZ so there was little confusion among listeners when the shift took place at 2 a.m. Spot announcements, newspaper stories and advertising and a special program, *N. B. Seeing You* were highly successful in informing the public. To mark the occasion, Fred Waring and his Pennsylvanians originated the daily quarter-hour *Pleasure Time* twice-nightly from the local Statler Hotel for the entire week.

Cigar Campaign

CONSOLIDATED CIGAR Corp., New York, during the week of July 6 will renew its contract for thrice-weekly five-minute transcribed announcements promoting Harvester cigars on 11 stations. Titled *Stand By America*, the transcriptions are heard on KBUR WHIO KDAL WEAU WSAU WCCO WDWS WHBF WTIC WBRE and WIBA. Agency in charge is Erwin, Wasey & Co., New York.

WCHS
CHARLESTON
W. VA.
5,000
ON 580
CBS

SPOTS!
WHERE
THEY'LL DO
THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
1000 WATTS Blue Network 560 KC
KFDM
BEAUMONT
Represented by HOWARD H. WILSON COMPANY

USE RADIO
WOW
OMAHA
FOR 276 RICH COUNTIES
Mainly in Nebraska and Iowa
590 KC. • 5000 WATTS
JOHN J. GILLIN, JR., GEN'L MGR.
JOHN BLAIR CO., REPRESENTATIVES

CECIL BROWN GETS ELMER DAVIS SPOT

CECIL BROWN, CBS correspondent, will take over the CBS news period, Monday through Friday, 8:55-8 p.m., sponsored by Johns-Manville Corp., New York, and recently vacated by Elmer Davis, CBS commentator called to Washington to direct the new Office of War Information.

Returning from a lecture tour, Brown will be heard starting Monday, June 22. In addition, he will alternate with other CBS news analysts and commentators in the five-minute news analysis section of the nightly CBS program, *News of the World*, 11-11:15 p.m. Agency for Johns-Manville is J. Walter Thompson Co., New York.

Parker Pen Co., Janesville, Wis., which was to start Elmer Davis on 97 CBS stations June 27 for "Quink", Saturday and Sunday, 8:55-9 p.m., will substitute Eric Sevareid, whose news program is heard four times weekly on WABC, New York for Studebaker Corp., South Bend, Ind. J. Walter Thompson, Chicago, was recently appointed to handle the Parker Pen account.

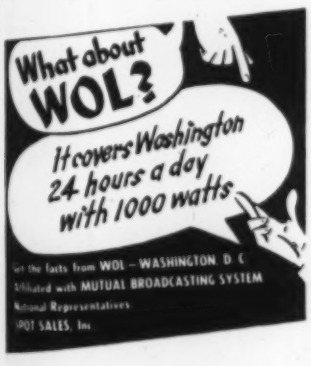
Home Study Institute Plans Big Spot Series

AUSTIN TECHNICAL INSTITUTE, Newark, N. J., publisher of home study courses on a variety of technical subjects, through its newly-appointed agency, Emil Mogul Co., New York, is conducting a test campaign in three major markets prior to launching an extensive schedule of radio advertising on a national scale. The Institute last week started spot announcements on WJR, Detroit, participations in a ten-minute program on WJZ, New York, and a quarter-hour show on WORL, Boston.

Continuing its advertising in newspapers and periodicals, the Institute will use spot announcements, participations, and programs in various markets throughout the country, following a two-week test.

McGillvra Appointed

APPOINTMENT of Joseph Hershey McGillvra as exclusive national representatives of KLO, Salt Lake City, and the Intermountain Network was announced last week. Intermountain consists of KOVO, Provo, and KEUB, Price, Utah, in addition to KLO. Stations are the only MBS outlets in the state.


What about WOL?
It covers Washington 24 hours a day with 1000 watts
Get the facts from WOL — WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES, Inc.

Morton to NBC

OLIVER MORTON, special Chicago representative of Westinghouse Stations, has been appointed manager of spot and local sales of NBC - Chicago, suceeding M. M. Boyd, on leave as a lieutenant in the Army Air Force. Mr. Morton will continue to represent Westinghouse Stations while resuming the office he vacated in 1940 when Mr. Boyd moved to Chicago from New York.

Mr. Morton

New York Court Delays Networks' Relief Suits

THE STATUTORY three-judge Federal District Court in New York last Thursday put over until fall the hearing on the merits of the suits of NBC and CBS for injunctive relief from the proposed network-monopoly rules of the FCC.

Notice that the case would be placed on the fall calendar, meaning that the hearing will not be held before October at the earliest, was handed down by the same trio of Justices who in March denied, by a two-to-one vote, that they had jurisdiction in the matter, but whose decision was reversed by the Supreme Court of the United States which on June 1 [BROADCASTING, June 8] sent the case back to the New York court for full review on merits.

These justices, Learned Hand, Henry W. Goddard and John W. Bright whose minority view that the court had jurisdiction was upheld by the Supreme Court, will constitute the panel to hear the case in the fall, it was reported.

RCA-NBC Motion Hearing

HEARINGS on the motion for a bill of particulars requested by RCA-NBC, defendant in the $10,000,000 triple damage suit filed by MBS, has been set for Monday, June 22 at 10:30 a.m. in the Federal District Court, before Judge John P. Barnes, to whom the case has been assigned. The suit was filed by MBS on Jan. 10. RCA-NBC filed a brief requesting a bill of particulars on April 29 while an answering brief was filed May 25. If the motion for a bill of particulars is denied, then RCA-NBC will file an answer to the MBS charges.

Ludens to Use Spots

LUDENS, Inc., Reading, Pa., plans to use spot announcements on 100 or more stations in its fall and winter campaign for menthol cough drops. WJZ, New York, has already signed for five nighttime chain breaks weekly for 26 weeks, starting Sept. 15. Company used 121 stations in its 1941-42 campaign, its schedule including several 5 and 15-minute programs in addition to announcements. J. M. Mathes, Inc., New York, is agency.

WHDH, Boston, has appointed George P. Hollingbery Co., New York as its exclusive national representative.

FCC Grants of a Decade Ago Are Dusted Off in New Probe

INQUIRY into activities of more than a decade ago relating to station grants of the Federal Radio Commission and other station transactions is being undertaken by the FCC under special orders. A private hearing was held last Wednesday in Chicago. Commissioner Ray C. Wakefield presided at the session.

It is understood that members of the FCC staff, including John D. Farnham, Chicago attorney retained last February as special counsel, and Marcus Cohn, FCC staff attorney, also participated in the hearing.

The whole procedure was understood to be of a confidential nature, relating to ownership transactions and to personnel of the old Radio Commission. The former Commission was established in 1927 and functioned until 1934, when the FCC was created and took over all of its duties plus others. Members of the original Radio Commission included the late Adm. W. H. G. Bullard, the late Col. John F. Dillon, the late Henry A. Bellows, Orestes H. Caldwell, editor of *Radio Retailing Today*, and Judge E. O. Sykes, Washington attorney. Subsequently, Sam Pickard, afterward vice-president of CBS, and Harold A. Lafount, were named to the Commission in 1927.

From Chicago came the report that Mr. Pickard and H. Leslie Atlass, CBS Chicago vice-president, and Ralph L. Atlass, owner of WJJD and WIND, among others, had been subpoenaed to appear before Commissioner Wakefield on Wednesday. The only information available was that the inquiry was into "stockholdings" of these broadcasters.

Because of the confidential nature of the proceedings, no advance information was divulged. It is understood, however, that charges of improprieties in the early allocations are involved and that the inquiry is to determine their truth or falsity. A number of witnesses, it is understood, have been subpoenaed, based on these complaints and affidavits.

Mr. Farnham, since he was retained by the FCC on a $35 per diem basis last February, is said to have devoted practically all of his time to investigation of these complaints. He was a classmate of FCC Chairman James Lawrence Fly at Harvard in 1926 and formerly was with the SEC. He is a native of St. Paul.

Four More Are Named To NAB Sales Committee

ADDITIONAL appointments to the Sales Managers Executive Committee of the NAB were announced last Friday by Neville Miller, president.

Frank E. Bowes, WBZ, Boston, will represent large stations; William Malo, WDRC, Hartford, medium stations; Dietrich Dirks, KTRI, Sioux City, Ia., reappointed, small stations; Dan Davis, WHB, Kansas City, to represent Mutual affiliates.

Mr. Bowes succeeds John M. Outler Jr., WSB, Atlanta, who recently was appointed chairman of the committee, succeeding Eugene Carr, WGAR, Cleveland, now with the Office of Censorship; Mr. Malo succeeds E. Y. Flanigan, WSPD, Toledo; Mr. Davis replaces Linus Travers, WAAB, Boston.

WMRF Joins NBC

WMRF, Lewistown, Pa., has joined NBC as a bonus outlet available to advertisers using the combined facilities of WFBG, Altoona, and WJAC, Johnstown, Pa. Owned by the Lewistown Broadcasting Co., WMRF operates on 1490 kc., 250 watts, unlimited time, and offers a nighttime cut-in announcement rate of $6, with $3 for daytime and Sunday cut-ins.

Phillips News

PHILLIPS PETROLEUM Co., Bartlesville, Okla. (Phillips 66), has purchased on WBBM, Chicago, three-a-week local sponsorship of CBS *World Today* broadcast at 5:45-6 (CWT). Contract, through Lambert & Feasley, New York, is for 52 weeks effective June 29.

WJBK

250 WATTS

Covers Greater Detroit's 2¼ Million People, Representing 57% of Michigan's Population

24 HOURS A DAY

WJBK

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JUNE 13 TO JUNE 19 INCLUSIVE

Decisions . . .

JUNE 16

WEAN, Providence—Granted modification of construction permit for changes in directional antenna and extension of commencement and completion dates; granted subject to further order of the Commission to require appropriate readjustment when conditions make it feasible.

WNAC, Boston—Granted special service authorization to expire 11-10-42 to make changes in directional for night use with certain provisions attached to grant.

WEMP, Milwaukee—Granted construction permit to install new RCA 250-K transmitter.

WNBC, New Britain, Conn.—Granted modification of license to move studios to Hartford.

KTHS, Hot Springs, Ark.—Granted consent to assignment of license to Radio Broadcasting Inc.

WMRN, Marion, Ohio—Granted consent to voluntary transfer of control from Frank E. Mason and Ellen Mason to Howard F. Guthrey and Florence Guthrey for $13,000, representing 65% of stock.

NEW, WKAL Inc., Kalamazoo, Mich.—Denied petition for grant of application of new station and on own motion Commission amended the notice of hearing.

WOPI, Bristol, Tenn.—Designated for hearing application for CP for 550 kc., 100 watts night, 250 day, unlimited time.

WDSU, New Orleans; WMIS, Natchez, Miss.; WGRM, Greenwood, Miss.—Designated for consolidated hearing re renewals for WGRM, WMIS and WDSU; WDSU also seeking reinstatement of CP as modified for new transmitter and move locally, increase in power and installation of directional for day and night use.

WGRC, New Albany, Ind.—Granted motion for leave to amend petitioner's application to request 790 kc., 1 kw., unlimited time, and on own motion continued 6-22-42 hearing and that of Kingsport Broadcasting Co., Kingsport, Tenn. to 7-22-42.

WROL, Knoxville—Granted motion to continue hearing to 7-21-42.

WMAN, Mansfield, Ohio—Granted motion to continue hearing to 7-27-42.

WFAS, White Plains, N. Y.—Granted motion to continue hearing to 7-23-42.

NEW, Murfreesboro Broadcasting Co., Murfreesboro, Tenn.—Granted petition to dismiss application for CP.

WCLE, Cleveland—Denied motion for leave to intervene in hearing on applications of WGAR and WADC.

APPLICATIONS DISMISSED WITHOUT PREJUDICE IN ACCORDANCE WITH MEMORANDUM OPINION OF APRIL 27:

For Standard Stations: Confederate Broadcasting Co., Marietta, Ga.; Walter H. Nelson, Cadillac, Mich.; Sikeston Broadcasting Co., Sikeston, Mo.; J. A. Eisle, Ft. Worth, Tex.; Green Mountain Broadcasting Corp., Inc., Brattleboro, Vt.; W. J. Harpole & J. C. Rothwell, Plainview, Tex.; Valley Broadcasting Co., Columbus, Ga.; Portland Broadcasting Co., Portland, Ore.; Etowah Broadcasting Co., Gadsden, Ala.; Danville Broadcasting Corp., Danville, Ky.; WJPS Inc., Evansville, Ind.; KTOP Inc., Tupelo; Sikeston Community Broadcasting Co., Sikeston, Mo.; E. Loring Schmidt, Salem, Ore.; Burlington Broadcasting Co., Burlington, N. C.; William Price, Burlington Radio Corp. of Orlando, Orlando, Fla.; Contra Costa Broadcasting Co., Richmond, Cal.; Birney Imes, Tupelo, Miss.; J. J. Sims, Orangeburg, S. C.; Howard R. Introgen, Pulaski, Va.; High Point Broadcasting Co., High Point, N. C.

For FM Stations: Star-Times Publishing Co., St. Louis; A. S. Abell Co., Baltimore; Ashland Broadcasting Co., Ashland, Ky.; The Gazette Co., Cedar Rapids, Ia.; Courier-Journal & Louisville Times Co., Louisville; Gibraltar Service Corp., Philadelphia; E. Anthony & Sons Inc., New Bedford, Mass.; United Broadcasting Co., Cleveland; Indianapolis Broadcasting Inc., Indianapolis; The Evening Star Broadcasting Co., Washington; Globe-Democrat Publishing Co., St. Louis; Tribune Bldg. Co., Oakland, Cal.; Sun Co. of San Bernardino, San Bernardino, Cal.; The Outlet Co., Providence; Cherry & Webb Broadcasting Co., Providence; Boston Edison Co., Boston; Pulitzer Publishing Co., St. Louis.

For increases to 500 kw.: WJZ, New York; WGN, Chicago; KFI, Los Angeles; WJR, Detroit; WSM, Nashville; WOR, New York; WGY, Schenectady; WSB, Atlanta; WHO, Des Moines.

JUNE 18

WJW, Akron—Granted petition for an extension of time in which to file an opposition to the petition for rehearing filed by Capitol Broadcasting Co. Inc. against WJW application.

NEW, Herald Publishing Co., Klamath Falls, Ore.; NEW, Dorman Schaeffer, Klamath Falls—Continued until 7-2-42 hearing on new station applications.

WKBN, Youngstown, Ohio—Granted modification of CP as modified for extension of completion date to 12-31-42.

WIUC, Urbana, Ill.—Granted modification of CP as modified for change in transmitter location, change in antenna system and extension of commencement and completion dates to ten days after grant hereof and 60 days thereafter, respectively.

Applications . . .

JUNE 16

W63NY, New York—Modification of construction permit as modified for extension of completion date to 1-10-43.

KFDM, Beaumont, Tex.—CP to install new transmitter.

WKY, Oklahoma City—Modification of CP as modified for extension of completion date to 1-20-43.

KYA, San Francisco—Amended application for assignment of license re officers of parent company, American Newspapers Inc.

KGER, Long Beach, Cal.—Modification of CP as modified for extension of completion date to 10-12-42.

WINK, Louisville—Modification of CP for extension of commencement and completion dates to 7-12-42 and 1-12-43, respectively.

KLRA, Little Rock, Ark.—Extension of special service authorization for period from 8-1-42 to 8-1-44.

KTRH, Houston—Modification of CP as modified requesting extension of completion date of 9-10-42.

WGGA, Augusta, Ga.—Voluntary assignment of license to Blue Ridge Broadcasting Co.

KHSL, Chico, Cal.—Modification of CP as modified for extension of completion date to 8-16-42.

KSL, Salt Lake City—CP to make changes in transmitting equipment.

Tentative Calendar . . .

NEW, South Florida Broadcasting Inc., Miami, CP new station on 1450 kc. with 250 watts, unlimited time (June 24).

New Title Is Announced By Communication Body

BY EXECUTIVE Order of President Roosevelt, the name of the Defense Communications Board has been changed to Board of War Communications, according to formal notice published in the *Federal Register* last Wednesday. The board was created on Sept. 24, 1940 by the President to coordinate all phases of communications of the United States during the national emergency.

Change of designation was regarded as more descriptive of the board's functions during actual wartime. Members of the board are Chairman James Lawrence Fly of the FCC, chairman; Maj. Gen. Dawson Olmstead, Army Chief Signal Officer; Capt. Joseph E. Redman, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State, and Herbert E. Gaston, Assistant Secretary of the Treasury. All committees heretofore functioning under DCB automatically become committees of the new BWC.

PROTECTED but not hampered by gas masks are (l to r): Curtis Mason and H. L. Blatterman, co-chief engineers of KFI-KECA, Los Angeles, as they test radio control board operation under possible war emergency conditions.

WSIX Becomes Regional Shifting To New 980 kc. With Increase To 5 kw.

SHIFTING from the local 1240 kc. to the 980 kc. regional channel WSIX, Nashville, on June 12 increased its operating power from 250 watts to 5,000 watts fulltime. Change was effected at 3:30 p. m., prior to a description of a Nashville-Knoxville baseball game.

WSIX had held the construction permit for the new facilities since March of 1941 and just recently completed the building of a new transmitter plant. The new location is a 60-acre tract on McGavock Pike near the Cumberland River. Latest type transmitter and antenna system have been installed with three 265-foot towers for a directionalized nighttime signal.

WSIX announced last week that a contract has been signed with Associated Press giving the regional outlet a second news service. The station will continue to carry Transradio Press news, using both wires for nine daily newscasts. With H. J. Grimes Co., local department store, and Nashville Pure Milk Co., an affiliate of National Dairy Products Corp., each recently undertaking sponsorship of a daily newscasts six times weekly, WSIX reports that a total of 43 quarter hours of news is sponsored weekly on the station.

WSIX is licensed to WSIX Inc. and is operated and managed by Jack Draughon. Station is also the local MBS outlet.

White Rose Tea Off

SEEMAN BROS., New York, has discontinued thrice-weekly sponsorship of *Kitchen Quiz* on WJZ, New York, in behalf of White Rose Tea, giving no reason for the cancellation. The show, featuring Ed East twice weekly on a sustaining basis as well, has gone off the air for an indefinite period. White Rose may resume the program in the fall. Agency is J. D. Tarcher & Co., New York.

Press Assn. Moves

PRESS ASSN. Inc., AP radio subsidiary, has moved to the sixth floor of 50 Rockefeller Plaza. The association has announced that more than 300 stations now receive its full 24-hour service. In addition to its own bureaus the service is also supplied by more than 100 regular AP bureaus.

Network Accounts
All time Eastern Wartime unless indicated

New Business

PARKER PEN Co., Janesville, Wis. (Quink), on June 27 starts *Eric Sevareid* on 57 CBS stations, Sat. & Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., Chicago.

GOLDEN STATE MILK PRODUCTS Co., San Francisco (Golden V Milk), on June 14 started for 7 weeks, *William Winter, News Analyst*, on 4 CBS California stations (KNX KARM KROY KQW), Sun. 5:30-5:45 p.m. (PWT). Agency: Ruthrauff & Ryan Inc., San Francisco.

LEVER BROS. CO., Cambridge Mass. (Rinso), on July 5 for 13 weeks starts variety show with Edna Mae Oliver on 71 NBC stations, Sun., 7-7:30 p.m. (repeat 11:30 p.m.-12 midnight). Agency: Ruthrauff & Ryan, N. Y.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on July 7 starts for 52 weeks *Harry W. Flannery, News Analyst*, on 6 CBS West Coast stations, Tues., Thurs., Sat., 5:30-5:45 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shaving cream), on July 4 renews for 52 weeks *Hobby Lobby* on 69 CBS stations, currently Sat., 8:30-9 p.m., but moving July 21 to Tues., 8:30-8:55 p.m., with repeat, 12:30-12:55 a.m. Agency: Ted Bates, N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on July 6 renews *Stories America Loves* on 40 CBS stations, Mon. thru Fri., 10:15-10:30 a.m. (rebroadcast 11:45 a.m.). Agency: Knox-Reeves Adv. Minneapolis.

LEVER BROS., Boston (Rinso), on June 29 renews *Big Sister* on 76 CBS stations and 30 CBC stations, Mon. thru Fri. 12:15-12:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS., Boston (Spry), on June 29 renews *Aunt Jenny* on 61 CBS stations and 30 CBC stations, Mon. thru Fri. 11:45 a.m.-12 Noon. Agency: Ruthrauff & Ryan, N. Y.

KRAFT CHEESE Co., Chicago (cheese, salad dressing), on July 23 will renew for 52 weeks, *Kraft Music Hall* on 67 NBC stations, Thurs., 9-10 p.m., and on July 23 will replace Bing with Bob Crosby's orchestra for the summer. Agency: J. Walter Thompson Co., Chicago.

Network Changes

LEVER BROS. Co., Cambridge (Rinso), on July 2 discontinues for the summer *Big Town* on 79 CBS stations, Thurs. 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

CREAM OF WHEAT CORP., Minneapolis (breakfast food), on Oct. 2 resumes *Breakfast Club* on 75 BLUE stations, as addition of 17 to the previous network Fri. and Sat., shifting from 9-9:15 a.m. to 9:45-10 a.m. Agency: BBDO, Minneapolis.

WHEELING STEEL Corp., Wheeling, on June 28 discontinues for the summer *Musical Steelmakers* on 67 BLUE stations, Sun., 5:30-6 p.m., and on Oct. 4 resumes the program for 39 weeks, at the same time, adding 8 stations, making a total of 75 BLUE stations. Agency: Critchfield & Co., Chicago.

PROCTER & GAMBLE Co. of Canada, Toronto (Ivory Snow) on June 29 transfers *Life Can Be Beautiful* on 28 Canadian Broadcasting Corp. stations, Mon. thru Fri. from 3-3:15 p.m. to 2:45-4 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co. of Canada, Toronto (P & G Soap) on June 29 transfers *Right to Happiness* on 17 Canadian Broadcasting Corp. stations, Mon. thru Fri. from 2:15-2:30 p.m. to 4-4:15 p.m. Agency: Compton Adv., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate toothpowder) on July 10 discontinues *Stepmother* on 54 CBS stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Sherman & Marquette, Chicago.

Sylvester Thompson

SYLVESTER THOMPSON, vice-president in charge of production and export of Zenith Radio Corp., Chicago, died June 8 in Chicago.

Dr. Christian Award

INNER of the $2,000 Dr. Chris- Award for radio dramatic riting was announced last week Jean Hersholt, star of the CBS *. Christian Show*, to be John L. berg, 28, of Los Angeles, now em- oyed in a defense plant. The ard, open to any writer, profes- nal or amateur, was established t February and is radio's first ize of its kind. Twelve other nners of $350 were also an- unced. Judges for the award alter Wanger, movie producer d director; Ben Hibbs, editor of e *Saturday Evening Post;* An- inette Perry, stage director and airman of the Board of the erican Theatre Wing; Dorothy cCann, producer and editor of e program, and Jean Hersholt.

Words For Bonds

TEN additional words or less can win listeners of WHO, Des Moines, a $25 war savings bond. At 10:30 p. m. daily, listeners are uregd to turn in their old rubber and send a postal card to the station explaining the reason. Those who turn in the most interesting reasons for their action receive the bond. Each winner must have his sentence in by 5 p. m. each day.

EXCLUSIVE coverage of the National Professional Tennis Championships of 1942 will be broadcast by NBC from the Forest Hills Stadium, N. Y., June 24-28, with Bill Stern reporting.

GE Campaign

TO REMIND the public of the General Electric radio service plan, the radio, television and electronics department of G-E at Bridgeport, Conn., is running a national campaign via radio and magazines announcing the emblem of the G-E electronic radio tube identifying qualified radio service shops. Promoted on the thrice-weekly news broadcasts by Frazier Hunt, sponsored by G-E on CBS, the campaign stresses G-E service rather than new sets and asks the public to watch for the emblem on shops and in local telephone directories in cities of 50,000 or over.

KWBW Additions

ADDITIONS to the staff of KWBW, Hutchinson, Kan., include Margaret Spessard, from WFMD, Frederick, Md., as program director; Herbert Clark, continuity and production staff; Dave Mackey, formerly of KFBI, Wichita and KOMA, Oklahoma City, the promotion and production staff.

CO-OP AIR SERIES TO START ON BLUE

TO INTEREST more young people in aviation, BLUE will launch a weekly series July 10, 7-7:30 p.m. in cooperation with the National Aeronautic Assn. and the Aeronautical Chamber of Commerce. Entitled *Scramble*, the cry which sends United Nations flyers to their cockpits, the program will soon be made available for local sponsorship on BLUE affiliates. Participation will be limited to manufacturers of aircraft or related products. A total of about 500 companies in this field are scattered throughout the country in cities having BLUE stations.

The show will be promoted by ACCA among its member manufacturers, while NAA will publish a weekly magazine directly related to the program, and will cooperate with one of the major film companies in a series of movie shorts on aviation with a direct tie-in with the BLUE broadcasts, for commercial distribution.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

...as Independent Station—Desires competent announcer. Tell all. Box 592, BROADCASTING.

Operator-Announcer — Draft exempt—for local Southern station. Give references, experience, salary expected. Box 591, BROADCASTING.

Network Station Manager—Man or woman, South. Must be reliable, sober, creative and sales ability. Give references. Box 590, BROADCASTING.

Experienced Announcer—Wanted for permanent position. State salary wanted and where employed for past two years. State draft status. Also send photo and sample recording if possible. P. K. Ewing, Gen. Mgr., WDSU, New Orleans, La.

Two Announcers Needed at once. Please state experience and salary expected in first letter. Write WMOG, Brunswick, Georgia.

Experienced Engineer State qualifications and salary expected. WHYN, Holyoke, Mass.

Situations Wanted

University Graduate Experienced newspaperman, wishes radio writing experience. Dave Lachenbruch, 117 South Division, Ann Arbor, Michigan.

ENGINEERS — Two draft deferred men now employed. Experienced installation, operation, maintenance. 50 K. W. Not drifters. Box 596, BROADCASTING.

Radio Engineer First class license. No broadcast experience five years amateur experience. State salary, hours, etc. P. O. Box 971, Knoxville, Tenn

Commercial Manager Who can sell personally, direct salesmen, provide sales ideas. Ten years' experience; five with major station, five with local network stations. Now employed, married, age 32, finest references. Prefer West. Box 593, BROADCASTING.

Production Manager-Continuity Director—Large and small station experience. Draft deferred. Employed. Box 585, BROADCASTING.

This young woman knows radio And she won't be drafted! Five years' experience, programming, acting, continuity, copy. Knows layouts-promotion. Go anywhere. Box 582, BROADCASTING.

Experienced Announcer Draft exempt. Money secondary. Can write continuity. Box 583, BROADCASTING.

Man with twelve years radio experience—As commercial salesman and station manager desires job in southern station. Box 581, BROADCASTING.

Situations Wanted (Cont'd)

Production Manager—Announcer, singer with sponsored program. Married. exempt: with western station. Because mother's health must go east, preferable Northern Ohio or vicinity. Available July eighteenth. Box 588, BROADCASTING.

ANNOUNCER—Eight years' experience news, mc, commercial. 3-A. References. Go anywhere. $47.50 week. Box 587, BROADCASTING.

Chief Engineer 5 kw network station 8 years, desires change. Draft exempt. Box 594, BROADCASTING.

ANNOUNCER — Deferred. All shows, script, news. College background. Go anywhere. Box 595, BROADCASTING.

UNIVERSITY TRAINED WOMAN dependable, good voice, experienced school broadcasting, program director, reader, writer. References. Box 586, BROADCASTING.

Wanted to Buy

Used portable transcription player 78-33 1/3 r.p.m. for auditioning spot announcements, transcribed shows etc. Prefer jeweled pick-up point. Address WICA, Ashtabula, Ohio.

833 and 828 tubes Burnt out, new, any condition, copper ground wire, 2-200 Blaw Knox towers with lighting equipment, anything in broadcast station equipment. Write giving cash price, age, condition, and with what equipment and station used. Brown Radio Service & Laboratory, 192 S. Goodman St., Rochester, N. Y.

Blaw-Knox Self-supporting tower 200 foot or over. Address P. O. Box 2299, San Antonio, Texas.

For Sale

Complete equipment For 250 watt station. Box 584, BROADCASTING.

RCA 76-B-1 Consolette $865.00. 70-C Turntable $325.00. Box 589, BROADCASTING.

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Appellate Tribunal Holds Clears' Fate

Federal Court Hears Petition Appealing WHDH Decision

THE FATE of clear-channel operation, from the purely legal standpoint, rested with the U. S. Court of Appeals for the District of Columbia after reargument June 13 before the entire six-judge bench on the appeal of NBC from the FCC decision granting WHDH, Boston, fulltime on the 850 kc. channel, occupied by KOA, Denver, as the dominant station.

The court appeared to be sharply divided on the jurisdictional question, and did not ask counsel to go deeply into the merits. Duke M. Patrick, former Radio Commission general counsel, argued for NBC-KOA; Telford Taylor, FCC general counsel, urged dismissal of the appeal for the FCC, and W. Theodore Pierson, counsel for WHDH, supported the FCC position.

Interference Claim

The case originally was heard by a panel of three members of the court. The decision to have the case reargued before all six judges came after the Supreme Court, in the so-called Scripps-Howard case, had upheld the right of the lower tribunal to issue stay orders, holding in abeyance FCC decisions until final adjudication. NBC has pending a petition for a stay order.

The crux of the Patrick argument was that while the Sanders case admittedly allows an appeal on the basis of financial injury, the statute itself provides for appeal on injury resulting from electrical interference. He also maintained the FCC had erred in not permitting NBC to intervene in the proceedings initially before the FCC on the WHDH application, and that when the Commission amended its clear-channel rules to allow it to authorize fulltime for WHDH, it effectively negatived the old hearing record.

General Counsel Taylor held, in essence, that if financial injury had been established, the right of KOA to intervene an appeal would not be seriously questioned, in the light of the Supreme Court opinion in the Sanders case. He held, however, that KOA did not raise the financial aspect, but relied on interference that allegedly would result to KOA. He argued this was not an appealable ground.

Five Judges Sitting

Mr. Pierson contended the appeal was insufficient on all counts. Even if some electrical interference resulted, he contended the increased audience resulting from the duplicated operation on the channel would more than offset it.

Only five of the six judges actually were present, with Associate Justice Stephens absent due to illness. Counsel agreed by stipulation, however, that Justice Stephens should participate in the decision.

Should the court divide 3-3, as it did in the Scripps-Howard stay order case, it is possible questions of law involved will be certified to the highest tribunal, as in the former proceeding. A 3-3 opinion would sustain the FCC's contention. The way then would be open for a petition for a writ of certiorari to the Supreme Court for review. Whereas questions certified practically automatically are taken to the highest tribunal, authorization of a certiorari petition is infrequent.

Unusual interest attached to the KOA appeal since WHDH on June 15 became the BLUE Network outlet in Boston, by virtue of its fulltime operation with 5,000 watts.

MILLER PROMISES RECORD BAN FIGHT

WITH THE broadcasting industry at fever pitch over the recording ban edict of James C. Petrillo, president of American Federation of Musicians, an all-out fight against the revolutionary move was launched last week by NAB President Neville Miller.

Immediately upon receiving the report of Joseph L. Miller, NAB Labor Relations Director, who attended the Dallas convention of AFM where Mr. Petrillo exploded his bombshell, President Miller began preparation of plans to combat the move. The NAB Labor Committee and the board of directors will be consulted on the project, regarded as a life and death matter to the broadcasting industry. President Miller made it clear that the industry would not take it "lying down."

Mr. Petrillo announced to the some 700 musician-delegates at the Dallas convention that recording and transcribing of music for public consumption would stop Aug. 1. There has been no clarification of this announcement [BROADCASTING, June 15].

Definite Word on Ban of AFM Awaited By Recording Firms

Musicians Union Fails to Clarify Its Threat to Ban All Making of Recordings for Public

AWAITING formal notification from the American Federation of Musicians as to its intended prohibition of the manufacture of recordings for any use outside the home, the transcription and phonograph record manufacturers took no action and made no statements last week.

"All we know is what we have read in the newspapers and the trade press," one transcription executive said, "and until the musicians' union has seen fit to tell us exactly what we are expected to do, it would be foolish for us to do anything at all. We are of course considering privately the implications of Petrillo's address to the AFM convention regarding recorded music, but the time for a general conference of the recording industry to plan concerted action has not yet arrived."

No Clarification

While there was some expression of the thought that an industry meeting should be called within the next week or so, the general consensus was along the lines that "if you don't move at all you can't move in the wrong direction."

Meanwhile, the AFM had done nothing to amplify or clarify the all-inclusive ban on "canned music" which James C. Petrillo, AFM president, had told the convention would be put into effect on Aug. 1 [BROADCASTING, June 15]. Mr. Petrillo had not returned to New York by the end of last week and the executive committee, which the convention had empowered to draw up the necessary union rules for enforcing the edict, had held no meeting since the convention, according to the national headquarters of the union in New York.

Thomas Gamble, assistant to Mr. Petrillo and the first union executive to return from Dallas, said that after Aug. 1 no AFM member will be allowed to make any transcriptions, and that the union will make phonograph records only if assurance is given that these records will not be used in juke boxes or on the air or in any other way than for home entertainment. No details have as yet been worked out for the carrying out of this order, he said.

The union will undoubtedly send official notification of the new rules to the transcripiton and record companies before the end of the month, Mr. Gamble said, pointing out that the six-month recording licenses issued by the union expire June 30. He declined to comment on the possibility that these licenses might not be renewed in view of the impending ban on recording.

As was expected, Mr. Petrillo and all the other AFM officers were re-elected by the convention, Mr. Gamble reported, and the complete national executive committee also stays as it was except for the election of A. Rex Ricardi, secretary of Local 77, Philadelphia, who replaces A. C. Hayden, Washington.

Harry Steeper, president of the Jersey City local, has been appointed an assistant to the president, filling the vacancy left by the recent death of G. B. Henderson. Fred Birnbach, national secretary, was still in the hospital in Dallas, Mr. Gamble said. Mr. Birnbach had been taken ill during the board meetings preceding the convention.

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AFM BAN BACKFIRES

WBBM, KMOX Give Notice To Record Turners

FIRST EFFECT of music czar Petrillo's ukase banning the transcribing and recording of music for public consumption has been a boomerang to the membership of his own union locals in Chicago and St. Louis, only cities in the country where record turners must hold an AFM card.

WBBM, Chicago, and KMOX, St. Louis, have given record turners notice that, in view of the Petrillo decree, their services will no longer be required after Aug. 1, when the ban is supposed to go into effect.

Ralph Atlass, president of WIND-WJJD, Chicago, has indicated he will take similar action. He claims the AFM contract with his stations governing conditions of employment has been breached by the union.

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"This instance of France is not unique. Rather all experience has shown that if the press is denied economic indepedence, it will become morally and spiritually subservient to selfish and vicious influences. To allow our press to be subjected to the demoralizing controls of government and politics, would be moral and economic disaster of the first order. To lose our free press would be a long stride toward losing the very things we are fighting for. To preserve it we must support it, and the only way to support it in honesty and independence is through the revenues derived from advertising.

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